

The National **CLEANER & DYER**

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910



CROWDS OF KIDS attracted by personal appearance of TV star Clarabell the Clown dragged parents along and made a whopping success of opening of Taps Drive-In Cleaners in Allentown, Pennsylvania. Story on page 42

Steps to assure full fire-loss coverage.....Page 44

How to select and use fuel-oil additives.....Page 50

Remodeling instead of removal pays off....Page 64

AUGUST, 1955

DRY CLEANERS HANDBOOK

New, completely
revised!

HOW TO USE HYFLO

Hyflo in each washer load
gets maximum capacity from your filter . . .

To keep your filter operating at low pressure for many years, it is necessary to add small amounts of Hyflo to each washer load (see chart). While in the washer, the Hyflo actually dissolves insoluble soil from the fabric, the solvent in containing the Hyflo then passes through the dirty solvent containing clear and clean to the washer filter and is returned clear and clean to the washer. The dry Hyflo particles, thoroughly mixed with the solvent, form a continuously fresh, porous filter surface, keep pressure down and flow rates up.

AMOUNTS OF HYFLO USED FOR SOLVENT RECI

PRECOCAT	Approximate* Filter Area Sq. Ft.	Pounds of Hyflo
100	10	1.5
1,000	100	4.5
2,000	150	6.5
3,000	200	8.5
4,000	250	10.5
5,000	300	12.5
6,000	350	14.5
7,000	400	16.5
8,000	450	18.5
9,000	500	20.5
10,000	550	22.5
11,000	600	24.5
12,000	650	26.5

IN EACH WASHER LOAD	Pounds of Hyflo** per 100 gal solvent
Type of Load	1
Washers	1.5
Soaks	1.5

A GOOD PRECOAT INSURES EASY SCREEN CLEANING LATER

Free...
expert guide
to more efficient
filtration

40 priceless pages of authoritative
information for every dry cleaner

covers every type of
dry-cleaning system

It's packed with facts, charts, tables
prepared by top authorities—
answers such problems as

- How to maintain high charge
- How to keep costs low
- How to keep filter pressure low
- How to control soluble impurities
- 6 ways to eliminate excess moisture

Cleaners have long relied on the Johns-Manville Drycleaners Handbook as one of the most helpful tools ever offered . . . just as they have long relied on Hyflo® Filter Powder to remove insoluble soil from solvent.

Now the Drycleaners Handbook is published in the completely revised 7th Edition. It contains up-to-the-minute information on filtration for every type of system—gives special attention to charged system cleaning—has the answers to many of your daily operating problems. Only Johns-Manville, with its Drycleaning Research Laboratory, its staff and field engi-

neers and its nation-wide organization of dealers, could make this book possible.

Invaluable for every
dry cleaner—get
your free copy now!

Ask your J-M Dealer
for this free handbook.
Or write Johns-Manville, Box 60,
New York 16, N. Y.
In Canada, 565
Lakeshore Road East,
Port Credit, Ontario.



*Trade Mark Reg. U. S. Pat. Off.



Johns-Manville **HYFLO**

the filter powder for charged system cleaning

This girl
made a mistake...
and she may make
the same mistake again



Most women don't know that embarrassing dress "cling" can be cured by a dry cleaner who uses modern methods. All fabrics—from dark, soft finished wools to the new synthetics—can be cleaned with this amazing result... *no more troublesome "clinging"*—garments come back from the cleaner actually free of lint and *looking like new!* It's not a miracle—it's the new LINT-FREE, CLING-FREE, Buckeye Clean-Charge® process. Always be sure to send dry cleaning to the progressive cleaner who gives you LINT-FREE, CLING-FREE CLEANING!

Buckeye Clean-Charge®

process with the exclusive anti-static agents has been tested and approved by leading independent laboratories.

*patent applied for, product and process



ask for the new
LINT-FREE, CLING-FREE cleaning!

THE DAVIES-YOUNG SOAP CO., DAYTON, OHIO

Your cleaner is your clothes' best friend!

watch for this ad in
the September issue of
Good Housekeeping!

...it stands behind another big
consumer campaign designed to help
you promote and sell the amazing new

LINT-FREE CLING-FREE DRY CLEANING

The biggest sales-getting campaign in dry cleaning history! Tie-in with this big consumer promotion and increase sales while you decrease costs!

Dry cleaners from coast to coast recognize the outstanding merits of Buckeye Clean-Charge and its LINT-FREE, CLING-FREE qualities. This amazing detergent eliminates YOUR lint problem and at the same time satisfies your customers with lint-free, cling-free garments!

Tie-in with this national campaign designed to reach every family! Advertised in LIFE, LADIES HOME JOURNAL and GOOD HOUSEKEEPING. Another sales-attracting promotional program has been planned for plants using Buckeye Clean-Charge!

Remember Buckeye Clean-Charge carries the famous Good Housekeeping Guaranty Seal and has been tested by famous independent laboratories.

Dozens of NEW Ideas!

Sales Aids!

- Newspaper mats
- Television films
- Direct Mail pieces
- Button Hole Tags
- Radio and TV Copy
- Window and truck decals
- Window Banners
- Publicity Releases



For complete information contact your
jobber or write Davies-Young today!

increase your sales volume!



Producers of Quality Products for the Cleaning and Laundry Industry Since 1844

*patent applied for, product and process

**trade mark of the Davies-Young Soap Co., Dayton, Ohio



PROSPERITY

KARBATE CONDENSER

one of the unexcelled
Prosperity-engineered parts
supporting Prosperity's claim
to efficiency, economy
and long-sustained service

the Karbate Condenser has proved
most efficient in condensing
solvents . . . non-porous,
non-corrosive and
trouble-free . . .
in hundreds of plants
no Karbate Condenser has ever
failed in normal use

THE PROSPERITY COMPANY, INC.

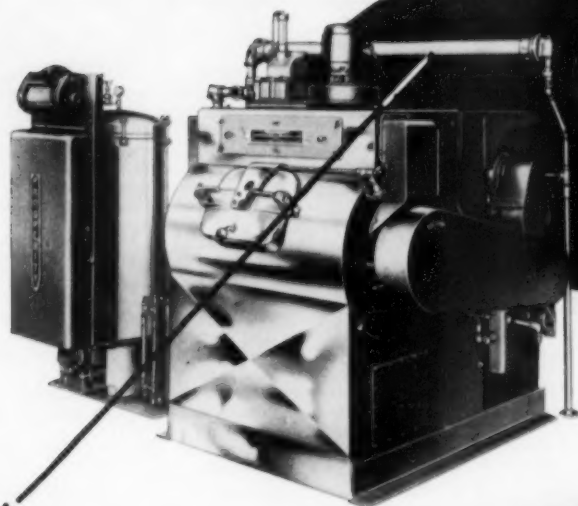
Prosperity

HAS THE COMPLETE MANUFACTURING FACILITIES TO MAKE
ALL PROCESSED PARTS* FOR ALL PROSPERITY EQUIPMENT

*EXCLUSIVE OF ACCESSORY UNITS

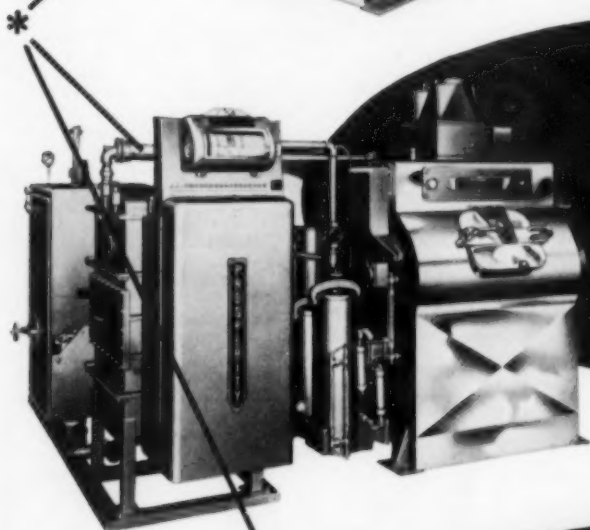
PROSPERITY *Fully-Automatic* CLEANING UNITS

PREFERENCE of QUALITY CLEANERS, EVERYWHERE



FULLY-AUTOMATIC SYNTHETIC CLEANING UNIT

Automatic operation of the complete Prosperity cleaning cycle. All operations in correct sequence, full-time and on-time. It's push-button operation for the plant with limited help. Full recovery, fully enclosed . . . can be used with straight solvent, charged soap or soap to each bath. Minimum floor space. "Prosperity" and "Per-chlorethylene" (the nonflammable efficient solvent) have been longest allied with quality cleaning.



FULLY-AUTOMATIC SYNTHETIC CLEANING UNIT

Full recovery, fully enclosed. Flexible operation permits the use of any kind of soap or straight solvent. Top quality cleaning at the rate of 70 pounds per hour with charged soap, or 100 pounds per hour with straight solvent.



FULLY-AUTOMATIC SYNTHETIC CLEANING UNIT

Non-recovery machine. Adaptable to any kind of soap or straight solvent. Unsurpassed quality cleaning at the rate of 160 pounds per hour with charged soap, or 240 pounds per hour with straight solvent.

FULL-FLOATING
SPRING MOUNTINGS
AVAILABLE

The PROSPERITY
AUTOMATIC PRECISION PRODUCTION TOOLS for LAUNDRIES,
SYNTHETIC CLEANING PLANTS and GARMENT MANUFACTURES
Company Inc.

Main Office and Factory, Syracuse 1, N. Y.

Sales, Service and Parts in Principal Cities



Contents

The National
CLEANER & DYER

**VOLUME 46
NUMBER 8
AUGUST
1955**

FEATURES

Children Bring Parents	42
Have You Had a Recent Appraisal for Fire Loss? By Louis F. Koring, Jr.	44
The Role of Fuel-Oil Additives	50
By Joseph C. McCabe	
They Closed for Eleven Weeks	56
By Phil Greene	
Rebuild or Relocate?	64
By Henry Mozdzer	
Operation Bootstrap	78
By William R. Palmer	
Curb Service for Pedestrians	84
By Gerald Whitman	

DEPARTMENTS

Letters to the Editor	10
Signs of the Times	16
Business Builders	22
Gadgets and Gimmicks	25
Twenty-five Years Ago	39
By Lou Bellew	
Editorials	40
Association Notes	82
N.I.D. News	82
News Notes in the Trade	91
People and Places	106
Obituaries	108
Meetings Scheduled	109
Classified Advertisements	110
Advertisers' Index	114

CONVENTIONS

Record New York Meeting	70
Five States Meet at Shreveport	75
Four Mountain States Meet	75
Allied Trades Meet at Mackinac Island	86
West Virginians Meet	88
Northwest Holds 30th Meeting	88
Oregonians Discuss Legislation	89
International Meeting in Montana	89

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We note that two of the leading Middle Western cities have just raised drycleaning prices. Both Chicago and Milwaukee have settled wage-raise negotiations this month. As a result Chicago has hiked prices 10 percent through the Chicago Dry Cleaners Association. Milwaukee has raised dress prices about 5 cents, overcoat prices 9 or 10 cents. This comes on top of our announcement last month that Massachusetts

Prices Rise

just passed an 80-cents-per-hour minimum wage law in the drycleaning industry.

It appears our business is again caught in a squeeze. More than ever before it is necessary to advertise aggressively and to institute good management practices. It might be best done by hitting hard for vacation garments and planning back-to-school promotion.

Cottons can help you offset rising costs and shrinking volume. In spite of the wash-and-wear propaganda, no one I know is laundering his own suits.

Any industry that had its greatest growth through the last depression will win out in the current fight.

Through its excellent executive secretary, the Canadian Research Institute of Launderers and Cleaners has been doing an intensive job of public relations. Although its program has only been in effect for a few weeks it is already getting results through TV, newspapers and radio.

Public Relations

A few days ago the publicity was given a 6-column 11-inch spread in two colors in the Montreal Gazette. This article dealt with fabric serviceability, color fastness and shrinkage. It cautioned the buyer not to be swayed by ornamentation and high style, but to doublecheck also on ability to withstand drycleaning or laundering. Some of the CRI films have been used on several stations in Canada.

We congratulate our friends on creating greater customer understanding and acceptance of the people in our industry.—Art Schuelke

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Course of study in advanced cleaning-room techniques marks new era in drycleaning history

This class room scene shows 59 salesmen representing leading distributors from all parts of the U. S. and Canada during a week of intensive study in Chicago.

The curriculum included studies pertaining to the influence of micelle formation on the absorption of moisture by fabrics; the testing of the charged bath for active ingredient; the use of the Electronic Conductivity Unit for moisture control; and all allied subjects pertaining to the successful operation of the super charge two-bath method. Graduates from this school are making drycleaning history by equipping themselves to render valuable service to those alert drycleaners who are interested in profiting from advanced cleaning techniques.

3rd class of STREET'S SCHOOL FOR DISTRIBUTORS

held at North Park Hotel,
Chicago, during work week
starting June 12, 1955

R. R. STREET & CO., INC.



181 W. Monroe St., Chicago 4, U. S. A.



**PLAN
NOW...**



**RING UP
MORE
DRYCLEANING
DOLLARS
with...**



POLARIZED GARMENT STORAGE



The Haertel Vaultmaster, approved by Underwriters' Laboratories, gives you temperature, humidity, fumigation and ventilation control . . . complete vault protection in a single package.

When you offer *garment storage*, you open the door to greater profits and *more* customers. In addition to the increased volume you pull for storage, you develop more cleaning business . . . because garments are cleaned before they are stored. And the cleaner with the vault is the cleaner who gets the cleaning business.

Your vault should be specifically designed for your operation, and that's where the Haertel representative comes in. He will help you decide on the size and placement of your vault . . . and any problems you may have.

Write today for "Changing Space into Profit", which contains full information on Garment Storage . . . or have our representative call.

**NOW IS THE
TIME TO PLAN!
DON'T DELAY!
WRITE TODAY!**

☐ I'm interested . . . send me FREE copy of "Changing Space into Profit".

☐ I'm very interested . . . have your representative call.

Name _____

Address _____

City _____

State _____



WALTER HAERTEL COMPANY

2838 FOURTH AVENUE SOUTH • MINNEAPOLIS 8, MINNESOTA



dry cleaners' grade

PERCHLORETHYLENE

because

- its effective cleaning performance really makes us "perk up" and be noticed.
- its quality is uniform and guaranteed — no worries about cleaning performance.
- it is manufactured by a reliable name in the solvent industry.
- it is shipped in attractive, easy-to-handle 3-bung drums, which are rust-proofed inside and out.
- Call your nearest distributor and ask him to supply you with Stauffer Dry Cleaners' Grade Perchlorethylene.



STAUFFER CHEMICAL COMPANY

380 MADISON AVENUE, NEW YORK 17, N. Y.

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Hempstead Road, Houston 8, Texas • North Portland, Ore. • Weslaco, Texas • Apopka, Fla.

clean ...
**all the
way!**

Dry cleaned... by you. Kept clean...

by International Garment Bags.

With your name and message on them,


they advertise you

—and the extra care you take—

all the way home!

Call your paper dealer today.

**WE PRINT
YOUR NAME HERE**


International Paper COMPANY

SOUTHERN KRAFT DIVISION

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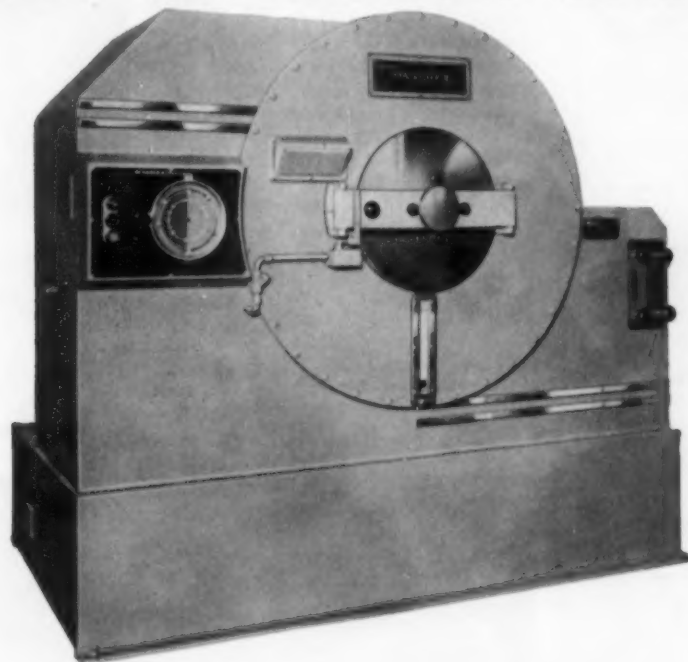
FOR A STRONG SOAP SYSTEM AT ITS BEST... GET



The "65" WASHEX

Combination Washer-Extractor

is AUTOMATIC



The WASHEX Auto-Cycler now enables you to operate your machines either automatic or manual . . . and you can simply adjust the Auto-Cycler to run on any time cycle you wish. WASHEX Auto-Cycler is explosion-proof Class I, Group D.

Look at these other features: heavy duty, open pocket, open end Combination Washer-Extractor, mounted on built-in solvent tanks, pre-piped with pumps, pipe lines, valves, sight glasses, strainers, lint trap. Automatic or manual operation is optional.

WASHEX ALSO AVAILABLE IN



"100"

100 lb dry load



"200"

175 lb dry load



"300"

270 lb dry load



"500"

450 lb dry load

WASHEX MACHINERY CORPORATION

192 BANKER STREET, BROOKLYN 22, N. Y.

WASHEX MACHINERY CORPORATION
192 Banker Street, Brooklyn 22, N. Y.

Please send me further information on the "65" . . .
"100" . . . "200" . . . "300" . . . "500" . . . WASHEX
I am also interested in the WASHEX AUTO-
CYCLER . . .

NAME _____

ADDRESS _____

CITY _____ STATE _____

LETTERS to the EDITOR

Editor's Note

In our June 1955 Guidebook Issue we reprinted a letter from L. E. Francis of Emery Industries under the title, "Misused Trade Mark." It was mentioned in error that the wording, "Cotton Clinic," was a registered trade mark owned by Emery Industries.

Actually, Emery's trade-mark protection covers the term, "Style-Set" finish, as stated in a letter of correction from Mr. Francis dated July 8. We regret any inconvenience caused by the appearance of the original letter.

Old Subscriber Returns

To the Editor:

Please send me The NATIONAL CLEANER & DYER magazine. I used to get it at Halstead, Kansas, while I was in the business there. Now after 10 years out of it, I have just gone back into it again. It was a good helper then and hope it is better now.

CLAYTON S. MORGAN
Morgan Cleaners & Laundry
Lawton, Oklahoma

Back to the Fold

To the Editor:

I would like a copy of the Guidebook of the Drycleaning Industry. I have been out of the cleaning business about ten years and am thinking of going back into it.

When in business before (Tubby Shop, Gallatin, Mo.) The NATIONAL CLEANER & DYER was my bible, the only trade magazine I received.

Trenton, Mo. LEO FEURT

Texan Wants More

To the Editor:

Please send me a subscription for two years to your publication.

With the prestige your magazine enjoys and the information it contains, I cannot understand why more copies are not available in this area.

STUART C. ALLEY
Dallas, Texas Clover Cleaners, Inc.

Bellew for Promotion

To the Editor:

This letter is to express our appreciation of your magazine, The NATIONAL CLEANER & DYER, also to let you know that we enjoy the articles written by Lou Bellew. In addition, we especially appreciate the helpful cartoons in a recent edition of your magazine.

We are enclosing a couple of snaps of the enlarged cartoons. We find them good displays in our windows. Therefore, will you please extend to your artist Lou Bellew our thanks.

BILL PARK
Lethbridge, Alta., Can. Parks Ltd.

EXAMPLES of Reader Park's promotional use of Bellew's "Sales Calendar" cartoons for unusual window display are shown in the photographs at the right and below



Appreciative Visitor From Switzerland

To the Editor:

I thank you for the letter of the 25th of May and I wish to say that I have had a good and profitable time visiting your glorious country. I have been with good friends in Ridgefield Park, N. J., and I have seen many plants in drycleaning and shirt-laundry. I hope, so God will, to come back the next year for two months, and I want to work in new methods.

Your both magazines, NATIONAL CLEANER & DYER and Starchroom, are very interesting and welcome for their help in different problems. I am always looking forward to the next number.

Keep up the very good work.

R. WEGMANN

Thalwil-Zurich
Switzerland

NOW You Can Finish COTTONS—TAFFETAS—FAILLES as EASY as CREPE

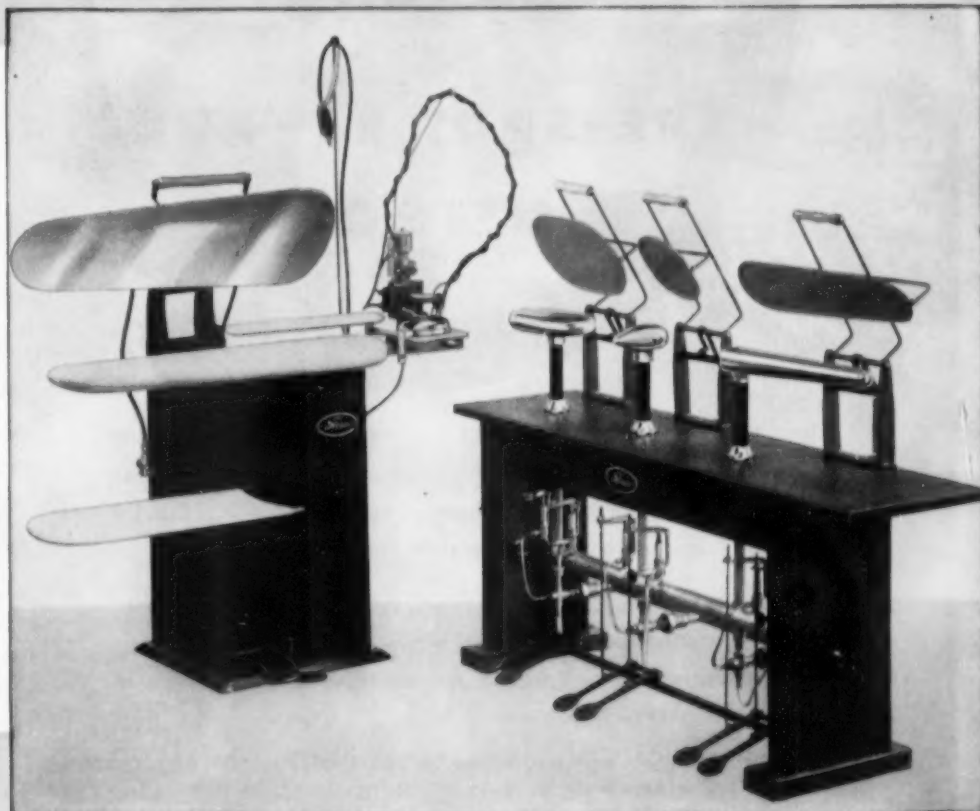
with the Bill Glover SILK FINISHING UNIT

AVAILABLE MANUAL OR AIR OPERATED

**3 times
FASTER!**

**3 times
EASIER!**

**3 times
BETTER!**



**for More
Quality**

Work . . . Greater Production . . . Bigger Profits!

Stronger vacuum positively locks head, assuring adequate pressure for hard to finish fabrics

Once you see it . . . once you try it . . . we believe you'll agree that here is the unit that has everything you've ever wished for in a finishing machine. Compact and easy to operate, this new Glover Unit speeds production, turns out more quality work with less strain on the operator.

Everything's at your finger tips . . . all-in-one . . . steam-vacuum board, hot head

press, ironing board . . . complete utility. Fabric head puffers give fast finishing of hardest materials.

Standardize your plant by making every unit a Glover unit . . . handle every type of garment . . . no more classification . . . no more wage differentials. Profit from more piece handlings per hour. Less floor space required. Get ALL the facts on this record-making Unit!

Write, Wire or Call us for information
or location of your nearest jobber . . .

Bill Glover, Inc.
5204 Truman Road • Kansas City 27, Mo.

TRY SPOT REMOVAL IN THE WHEEL*

by the

RSR

PRE-SPOT RE-RUN METHOD

here's how
simple it is...

FORMULA

Prepare a solution of
1 teaspoonful of RSR
1 teaspoonful of glycerine
 $\frac{1}{2}$ pint water

This solution should be prepared fresh daily.

METHOD

Keep handy to inspection or spotting section in your plant... then

1. Apply RSR solution to stain
2. Set aside for 20 minutes
3. Apply your leveling agent (dry type pre-spotter)
4. Run or re-run in drycleaning wheel

Most improved, most convenient and most economical method ever developed for removing spots and stains. Designed especially for use with charged system cleaning. Can be used with any moisture carrying soap cleaning system.

With this highly efficient RSR method, digestion of spots starts at inspection point or spotting board. Stains are removed in the dry cleaning wheel. This eliminates flushing, tamping, scraping, re-wetting of digester and the need for keeping garment warm.

*Be sure to write to us for your copy of **NATIONAL INSTITUTE OF DRYCLEANING Research Fellowship Bulletin No. F-15** describing in detail the RSR Pre-Spot Re-Run Method



Re-size with **SACON**

a sure way to increase
your share of the cleaning
volume in your territory

Send back cleaned garments with the original mill-like finish of the fabrics brilliantly restored. There's no surer way to build a reputation for turning out superior work...and for increasing sales.

a welcome new product of Wallerstein Research now available!

It's inexpensive...very easily applied on all types of fabrics...and it will be permanent for 8 to 10 drycleanings or washings.

WALLERSTEIN COMPANY, INC., 180 MADISON AVENUE, NEW YORK 16, N. Y.

Write, Wire or Call us for information
or location of your nearest jobber ...

Bill Glover, Inc.
5204 Truman Road • Kansas City 27, Mo.

Vic Rocket Per

FULLY AUTOMATIC

with TWO GREAT NEW DEVELOPMENTS!

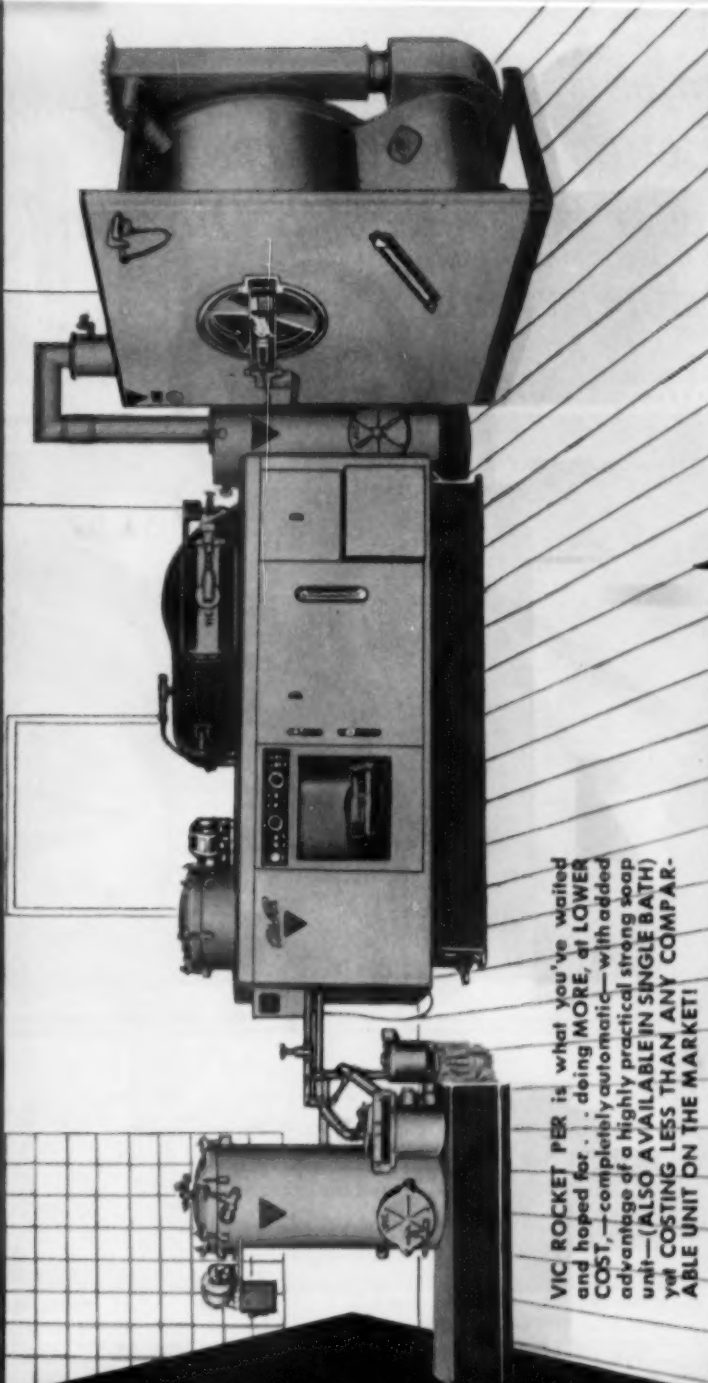
MODEL 45-SR

NEW VIC STRONG SOAP-RINSE UNIT

Perfectly engineered for easy, trouble-free operation, long life, and lasting service. Cuts wet cleaning and spotting time in half ... does better cleaning, with easy maintenance, and low operating cost.

NEW MODEL 64 SOLVENT RECOVERY UNIT

The last word ... pre-tested under toughest conditions, massively-built, ... a proved money-saver when it comes to time, labor, upkeep cost. Handles loads of 50 to 60 lbs. Takes no more floor space than units of half this capacity. Has patented "NOLINT" coil, which retards lint accumulation. Newly-engineered coil system increases speed and efficiency. The even distribution of air, (another Vic "first") assures extraction of MORE SOLVENT, in LESS time, with LESS steam and water cost.



VIC ROCKET PER is what you've waited and hoped for ... doing MORE, at LOWER COST, — completely automatic — with added advantage of a highly practical strong soap unit — (ALSO AVAILABLE IN SINGLE BATH) yet COSTING LESS THAN ANY COMPARABLE UNIT ON THE MARKET!

INVESTIGATE! PLAY FAIR TO YOURSELF! COMPARE — AND YOU'LL PREFER VIC ROCKET PER, THE FULLY AUTOMATIC DRY CLEANING MACHINE.

Sales and Service in all Principal Cities

VIC CLEANING MACHINE COMPANY

EXPERIENCED SINCE 1912 • MINNEAPOLIS 3, MINN.

WRITE FOR
45 BOOKLET
IT'S FREE

VIC CLEANING MACHINE CO.
MINNEAPOLIS, MINN., Dept. NA 122
Please send me your Free Booklet on
45 Rocket Per Series.

Name _____
Address _____
City _____ State _____

*Better Cleaning Results
than ever before...with Diamond
Perchloroethylene*



And you'll get better results, too, with this new, improved DIAMOND solvent. After tests in plants using every type of cleaning system, reports show that DIAMOND PERCHLOROETHYLENE is superior to all comparable products. For greater cleaning efficiency and the lowest possible cleaning cost, specify DIAMOND on your next perchloroethylene order.

For the name of your nearest DIAMOND Distributor, call your local DIAMOND Sales Office, or write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



**Diamond
Perchloroethylene**

NEW SOAP Perfect ble- from lasting and s better nance
NEW SOLV The la tough a comes Handl no m half t "NOL accu coil sy ciency (ano thion c time, v

HOYT

Reclaimers and Dryers for every requirement . . . handle all loads from the smallest to the largest!

RECLAIMERS



SUPER-FAST SOLVO-MISERS

This series cuts reclaiming cycle up to 50% . . . keeps pace with the cycle of any drycleaning machine on the market.



SOLVO-MISER 75

75 lb. cap. d.w. of this unit permits it to handle large volumes of work most economically and fast. Also available as a Super-Fast unit.



REGULAR SOLVO-MISER

Famous reclaimer available in three sizes with cap. from 20 to 50 lbs., d.w.



SOLVO-MISER MODEL 4518

Big-capacity (37.47 lbs. d.w.). Goes through a 36" doorway. Automatic timing system. Also available as a Super-Fast unit.

DRYERS



WESTPORT

All operating controls conveniently located on front panel. Just set timer and drying cycle is automatically completed at temperature desired. (Cap. 40 lbs. d.w.).



TUMBLER MODEL 75

75 lb. d.w. cap. laundry and drycleaning tumbler. Other sizes available.



DUO-DRI

32 lb. d.w. cap. (twin dryer - 16 lb. per unit. Separate automatic controls and heaters.)



BIG BERTHA

110 lb. d.w. cap. laundry and drycleaning tumbler.



DRYERETTE, JR.

16 lb. d.w. cap. Available for gas, electric, or steam. Automatic controls. Can be supplied coin metered. Ideal spotting tumbler.



DRYERETTE

27 lb. d.w. cap. Automatic controls. Can be supplied coin metered.



We specialize exclusively in
dryers and drying reclaimers.
Our machines are the last word
and set the pace for the industry.

HOYT MANUFACTURING CORP. Westport, Massachusetts

Please send me information on the following Hoyt machines:

RECLAIMERS

- ☐ Super-Fast Solvo-Misers
- ☐ Solvo-Miser 75
- ☐ Regular Solvo-Miser
- ☐ Solvo-Miser No. 4518

DRYERS

- ☐ Westport
- ☐ Tumbler Model 75
- ☐ Duo-Dri
- ☐ Big Bertha
- ☐ Dryerette, Jr.
- ☐ Dryerette

Name

Company

Address

SIGNS of the TIMES

Public Service: Martin W. Schryver, president of Happy Day Cleaners, Dayton, Ohio, was named head of the mercantile division for the fall Community Chest fund-raising campaign. Last year Mr. Schryver was chairman of the Chest's speakers' bureau. President of the All-Dayton Committee, he is also a member of the boards of the Community Welfare Council and the Dayton Better Business Bureau.

Stacey's Cleaners in Portland, Ore., has been giving \$5 worth of drycleaning for complete sets of locks and hinges from old refrigerators. The offer is the firm's contribution to a National Safety Council campaign to prevent the entrapment of children in old iceboxes.

#

Cleveland Fabrics Meeting: A meeting sponsored jointly by the Dry Cleaners Guild of Cleveland and the Ohio State Association of Cleaners & Dyers was held in Cleveland on July 8.

Albert Johnson, trade relations director of the National Institute of Drycleaning, was the speaker. His topic, "Service Security for Consumer Textiles," traced the development of the NID trade relations program, and invoked much discussion from the retailers, Better Business Bureau staff members and educators, as well as drycleaners, who were present.

Past President Louis W. Myron presided in place of President Sidney Paston, who was ill.

#

Garment Dyers To Meet: A business meeting and clinic will be held by the Garment Dyers Guild of America on September 9-10 at the Loeb Dye Works in Roanoke, Va.

#

Laboratories for CRI: A research pilot plant is being erected to the rear of the existing building of the Canadian Research Institute of Launderers and Cleaners. It is planned to provide adequate facilities for practical and fundamental research into the cleaning and laundering processes as well as to provide facilities for pretesting of textiles under the Seal of Approval Program.

The building will be two stories but with footings to accommodate three

stories. The petroleum solvent plant, synthetic plant, laundry facilities, suitable finishing equipment and call office will be housed in this new building.

One of the functions of the new pilot plant will be to check on the serviceability of the launderable and cleanable textiles used by the Canadian public and to make known the findings. This will help CRI to keep unserviceable materials off the Canadian market, to encourage the manufacturer of serviceable materials, to increase the prestige of the cleaning and laundry industries.

The practical research will be designed to improve the techniques of drycleaning and laundering. The basic research is designed to increase knowledge of the mechanism of the detergent operations of laundering and cleaning and to apply, whenever possible, the information obtained on a practical level.

#

California Board Appointments: D. R. Woodard of Sacramento and Bart L. Christensen of Los Angeles have been reappointed to the State Board of Dry Cleaners by Governor Knight.

John Marchi of Oakland was reappointed and Henry Pok of Los Angeles was appointed to succeed Rudolph Henry.

#

Cleaning Plant Gives Scholarships: Charlie Johnson, co-owner of Champion Cleaners in Jacksonville, Florida, recently presented a check for \$500 to Mrs. Thelma Livingston for a scholarship, the firm's contribution toward providing educational and employment opportunities for Negroes. The scholarship was established in memory of a former Negro employee of Champion, and will be supported by the firm and its employees.

#

State Flammable Fabrics Act: Isador Lubin, industrial commissioner of the New York State Labor Department, has announced the adoption of rules and regulations for the enforcement of the new State Flammable Fabrics Act which became effective on July 1.

The new law closes the loophole which had allowed unregulated manufacture and sale entirely within New

York of dangerously flammable garments and garment materials. Now they must meet substantially the same requirements as the Federal law prescribes for interstate commerce and regulations promulgated by Commissioner Lubin parallel those of the Federal Trade Commission.

#

That Man Again: Of course it was inevitable. A columnist in the *Cleveland News* reports a sign seen in the Blace drycleaning store in Shaker Square:

"Davy Crockett hats stored free for the summer."

#

Cleaner Dives Into Cool Campaign: Ronald and Gladys Larson of Larson's Cleaners, Bandon, Ore., have decided to conduct an individual campaign for raising money for the Bandon swimming pool fund, and with that aim in mind, they have placed a small fish bowl on their counter.

The bowl, half-filled with water, features a diving board and several miniature rubber dolls, all set for a swim. The sign in back of the bowl invites the public to contribute towards the fund, the money to be dropped into the "pool."

#

Foreign Exchange Drycleaners: Wallace S. Oldstrom, president of the Park Pearl Cleaners, Inc., Jamestown, N. Y., has left for Sweden to participate in a unique phase of foreign exchange. Mr. Oldstrom, his wife and two children left on June 14 for a year's stay in Gothenberg to head the Gloria Laundry and Lundby Dry Cleaners, the largest laundry and drycleaning plant in Gothenberg.

Nils Martin, president of the Swedish company, and his wife and three children arrived on June 10. Mr. Martin will direct administration of Jamestown's Park Pearl Cleaners. The Martin family is residing at the Oldstrom home, while the Jamestown family will live at the Martin home in Gothenberg.

Mr. Martin will find competition somewhat stiffer here than in his native Sweden as there are more drycleaning plants in Jamestown than in Gothenberg, although it has a population of 350,000.



NO MORE MOIRE

with *Fabric-Safe*

Because Fabric-Safe Doubleplate's surface is irregular, "watermark" moire pattern is never created on pressed side of such fabrics as gabardine or twill. Cuts do-over time.



NO MORE STEAM MARKS

with *Fabric-Safe*

Doubleplate construction prevents steam jets shooting from presshead onto fabric to cause "nickel spots." Steam spreads evenly to all fibers. No more "blowtorch" pressing.



90% LESS SHINE

with *Fabric-Safe*

Garments look new longer, old ones look better, when pressed with Fabric-Safe. It prevents major causes of shine: too-smooth press-plate face and too-hot, too-direct steam.

FINISH DACRON*, ORLON*, ACRILAN AND OTHER HEAT-SENSITIVE FABRICS SAFELY—No Scorch...No Glaze!

...finish natural fibers, too—wool,
silk, cotton—better, easier, faster...
when present presses are equipped
with either of these 2 surfaces:

Fabric-Safe | **LUSTERplate**
FOR WOOL-TYPE FABRICS | FOR SILK-TYPE FABRICS

ALUMINUM DOUBLEPLATES FOR PRESSHEADS



PATENTED
& Pat App. For

Amazing all-new pressplate—new surface, new doubleplate construction—lets present presses do perfect work every time, in less time. Fits on press-head to soften harsh steam jets; cuts heat 50 degrees for safety, quality.

*"Dacron" is DuPont's trademark for polyester fiber
**"Orlon" is DuPont's trademark for acrylic fiber
†"Acrlan" is Chemstrand's trademark for acrylic fiber



DOUBLE PLATE

BUILT-IN MOISTURE
CONDITIONER and
STEAM DIFFUSER

SIZES TO FIT HEADS OF
ALL MODELS OF PRESSES

Mail Coupon Today

© 1955

BISHOP DAVID FREEMAN CO., EVANSTON, ILL.

Please send full details of Fabric-Safe Double plates
for presses listed on our letterhead attached.

PLANT _____

BY _____ TITLE _____

STREET _____

CITY _____ STATE _____

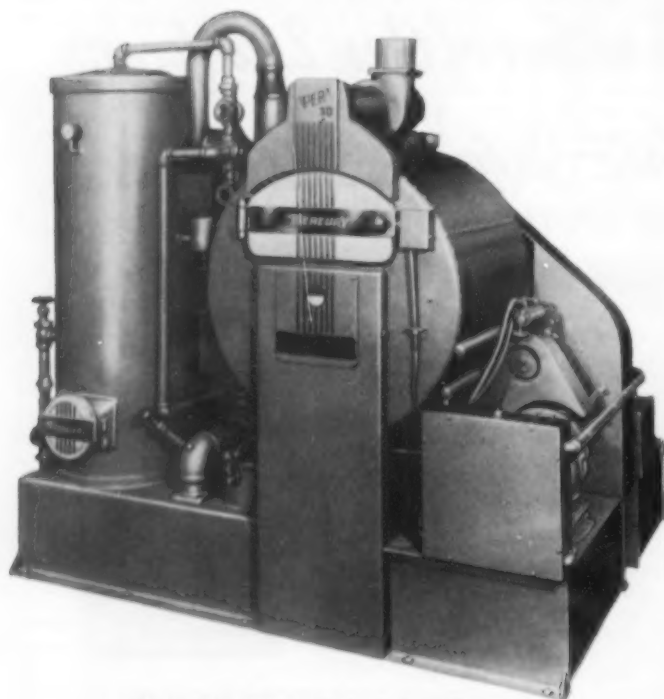
**Bishop
David
Freeman
Co.** EVANSTON,
ILLINOIS

FORMERLY: **BISHOP** *Freeman* *Davis* *Dyeo*

New...and designed for You!
mercury numatic

FULLY AUTOMATIC UNITS

PERCHLOR AND PETROLEUM



The Per "30" Fully-Automatic
Two-Bath Unit

Easy to install . . . comes completely piped, wired
and assembled.

Storage tank built into base with push-pull agitator.
NO OTHER TANKS REQUIRED.

- ★ Sizes: 30-lb. to 40-lb. dry load capacity.
- ★ Completely automatic; for single or two-bath cleaning
- ★ 1500 or 2000 GPH monel tubular filter
- ★ Separate motor driven self-priming centrifugal pump
- ★ Solvent added direct from drum through 3-way valve
- ★ Air-operated valves
- ★ 1500 GPH or 2000 GPH monel tubular filters for independent sale, either perchlor or petroleum

MERCURY CLEANING SYSTEMS, INC.

1817 Benson Avenue, Evanston, Illinois • DAVis 8-0710

SUIT THE SOLVENT TO YOUR JOB . . .



**SHELL
SOL**

for most
dry cleaning systems



**SHELL SOL
140**

where high flash point
is required and where
low odor is important

BOTH are approved and listed by the
National Institute of Dry Cleaning and
Underwriters Re-Examination Service

SHELL OIL COMPANY

50 WEST 50TH STREET, NEW YORK 20, NEW YORK
100 BUSH STREET, SAN FRANCISCO 6, CALIFORNIA



Super AUTOMATIC Adjusta-Form

MODEL P-2

with
*Gravity Actuated
Shutter*



Machine steams while
operator presses
STEAMING is *idle time* for
the operator

- ① **AUTOMATICALLY** production is increased. The operator is free to touch up as soon as the steam is turned on.
- ② **AUTOMATICALLY** quality is increased. The amount of steam is positively controlled. Oversteaming is eliminated.
- ③ Only the Adjusta-Form with patented former controls offers Top Production PLUS Top Quality.

**PILLOWS
CLEANED • FLUFFED
• DEODORIZED in
2 MINUTES**

Pil-O-Bar

Clean and renovate pillows without using heat and water. The tick is opened and the feathers are poured into the hopper. High speed impellers feed the feathers into the wheel. Here, the feathers are further fluffed and dust is removed. Ozone and ultra-violet rays make them sweet smelling and clean. Feathers are drawn by vacuum into a new tick. Each pillow is processed separately and individually and at all times, feathers remain under perfect control.

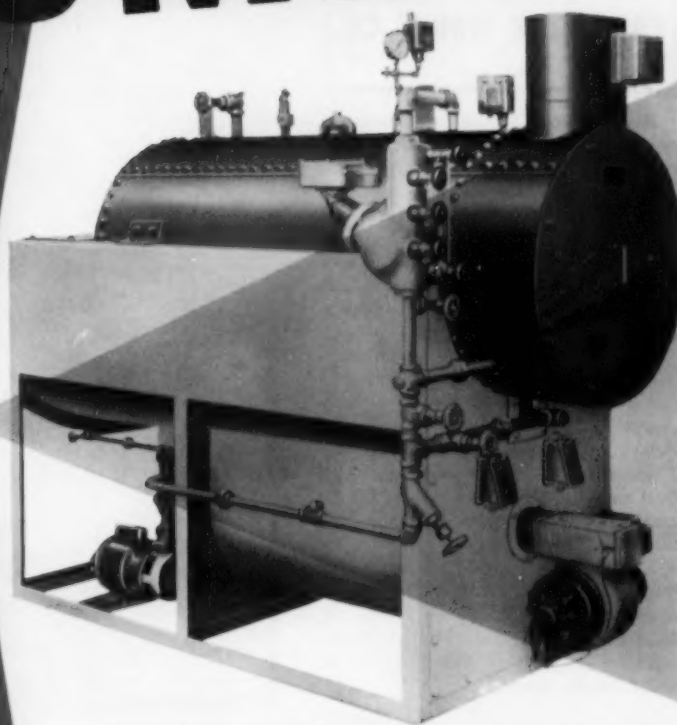
WICHITA PRECISION TOOL CO., INC.

A ONE MAN OPERATION

*why you
get dryer
steam
with a*

COLUMBIA

h.r.t.
oil or
gas
fired
boiler*



Any qualified engineer will tell you, dry steam's a must for maximum efficiency and minimum expenditure. Columbia has dryer-steam insurance built right in! Its large steam space and greater liberation area virtually eliminates waste-producing water carry-over. A Columbia HRT Oil or Gas Fired Boiler, in any size from 2 to 50, will save you money many different ways. You can read all about Columbia's 10-way advantage, by mailing the coupon below . . . no obligation, of course.

COLUMBIA BOILER CO. OF POTTSTOWN,
Dept. N-85, POTTSTOWN, PA.

Gentlemen:

Give us the facts on the superiority of your HRT boiler as it pertains to our operation. We understand there is no obligation, and we won't be aggressively solicited.

Firm name.....

Address.....

My name is.....

Position..... Date.....

COLUMBIA BOILER CO. OF POTTSTOWN

offices & factory: pottstown, pa.

BUSINESS BUILDERS

Uses of Adversity

THANK YOU HARTFORD
YOU'VE BEATEN each a path to our door for Eagle's
 Fast Service, Complete Laundry and Mattress Dry Cleaning, that
 our street must be repaved.

PLEASE EXCUSE
 the inconvenience for a few days, we're open
 as usual.

Consistent fine quality and good service make it
 more important than ever to drive to us!

EAGLE DYE WORKS CO.
 400 Woodland St. JA 2-1287
 Hartford, Conn.

A newspaper ad was used to good purpose by a long-established Connecticut plant when it was faced with what looked like a tough break. The Eagle Dye Works Company, located on Woodland St., Hartford, Connecticut, inserted diplomacy and tact within a black-bordered, 5-column 8-inch ad to turn an inconvenience into a goodwill gesture.

Confronted with the mechanical problems arising from the repaving of the street in front of the plant, and aware of public reaction to forced delays and detoured motoring, the Eagle management immediately realized that the end result would be resentment on the part of both the customer and the employee.

Eager to maintain its prestige and retain its list of clients, the firm succeeded in good measure in convincing its customers that the street had to be repaved because of steady traffic to and from the plant!

Free Goodwill Offer

Everyone seems to be interested these days in free offers. While the day of the free lunch counter is past, the public is bombarded by TV, radio and newspaper offers of everything from a free bar of soap to \$64,000.

A gimmick used by a national manufacturer might lend itself well to drycleaning. In its home town this firm presents gifts to couples registering for marriage licenses. The last couple of the old year and the first couple of the new year get a complete set of its products. With the local politicians in the act, the company is assured good newspaper publicity. With September weddings coming up a complete wardrobe cleaning might be of-

fered the first couple to take the plunge.

300-to-1 Return

A cash outlay of \$2 and little time brought in additional paid repairs amounting to more than \$600 in 12 months. J. F. Thompson, manager of the Hay Street plant of the Carolina Cleaners in Fayetteville, North Carolina, spent the \$2 to have a 20-by-30-inch placard lettered by an artist. Mr. Thompson then used tailoring supplies to make a suggestion of a man on the card. The body was a long zipper, the head was a leather elbow patch decorated with various buttons for the features. Jacket cuffs suggested the arms and across the bottom was a pants cuff.

WE DO
ALL TYPES
HATS TOO

"JACKET"
"SWEATER ELBOWS"

WE HAVE AN EMBROIDERED
SEARSTRESS

JACKET CUFFS
"BUTTONS"
PUT ON

CIVILIAN-MILITARY
ALTERATIONS

"BUTTONS"
REPLACED

HAT BANDS
ALL COLORS

ZIPPER
ALL KINDS
SKIRT
DRESS
PANTS
AND
JACKET (EXCEPT LEATHER & SUEDE)
ALL COLORS

PANTS SHORTER OR LONGER WAIST MAKE SMALL OR LARGER

The result of placing this card in the store window was an annual increase in zipper replacements alone of over \$250. Elbow patching increased by over \$50. Stocks of pocket replacements that had lain under the counter for months were quickly depleted. Repair and turning of pants cuffs also figured high.

An exception to replacing zippers on leather and suede jackets (lower right on the placard) came as an afterthought. A customer had brought in three suede jackets. Mr. Thompson found the plant sewing machines could not handle the leather. A shoemaker's machine across the street didn't make the right stitch. Finally the three zippers had to be installed by hand. Such a labor cost would be

too high as a regular thing, necessitating a charge customers wouldn't care to pay, Mr. Thompson felt.

Mr. Thompson is unable to attribute new drycleaning business directly to this repair work by greater volume figures. However, he has recognized a number of new customers who originally came in to get some pockets replaced or a zipper installed. But that would be a *plus* factor. He is quite satisfied with the paid repair work alone, which keeps his tailor busy and cost so little to get.

Coffee and ...



Free coffee and newspapers are part of the extra services offered call-office customers at the Eagle Dye Works Company drive-in, Hartford, Connecticut. Patrons appreciate a quick cup of java and the chance to scan the headlines while calling for their orders.

The White Laundry and Dry Cleaning of Windsor, Ontario, provides similar goodwill services for its customers.

Music Has Charms

George Derbes

THE TOP NOTE IN CLEANING

404 MARANTONGO STREET PHONE 2314

PROMOTION-MINDED drycleaner George Derbes of Pottsville, Pa., comes up with another little ad that speaks for itself

THERE'S NOTHING FINER THAN A

Shields

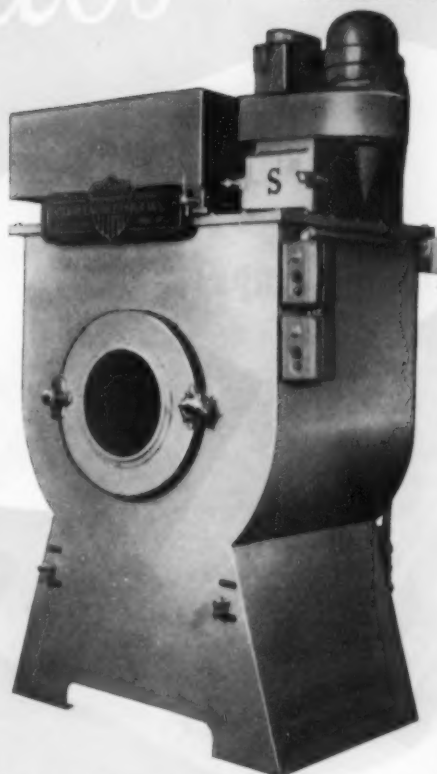
SOLVATROL

(RECLAIMING UNIT)

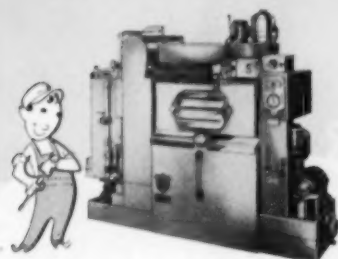
SHIELDS Solvatrol is the most outstanding recovery unit in the dry cleaning industry. Exclusive engineering features, solid construction throughout provide efficient, trouble-free, economic operation.

SHIELDS Solvatrol Reclaimer can be combined with any standard "hot" or "cold" synthetic unit. For **EXTRA ECONOMY** — it reclaims six quarts or better of solvent for every 50 pound load of garments.

Note: Unit can be taken through 35" door opening.



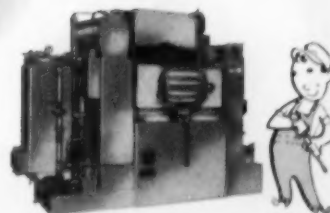
TOP CAPACITY—50 lbs.
TOP SPEED—3 loads per hour.



SHIELDS Synthetic "Cold" Unit ... faster, more thorough, automatic dry cleaning at less cost per hour.

**Meets Every Requirement
of the Modern Fast-Operating
Dry Cleaning Plants**

With 40 years of engineering leadership and craftsmanship SHIELDS installations surpass all standard requirements of the modern fast operating dry cleaning plant.



SHIELDS R-51A Champion Perchlor Dry Cleaner washes, extracts, dries in one continuous operation.

Backed by 40 years Engineering Service and Experience



Clip and Mail, Today!

**SHIELDS ENGINEERING
& MANUFACTURING CO.**
277 East 156th St., Cleveland 10, O.

SHIELDS ENGINEERING AND MFG. COMPANY
277 East 156th Street Cleveland 10, Ohio

☐ SHIELDS Solvatrol ☐ SHIELDS "Cold" Unit
☐ SHIELDS R-51A ☐ Please have your
Champion representative call

NAME _____
COMPANY _____
STREET _____
CITY _____ ZONE _____ STATE _____



in the SPOTLIGHT for RESULTS!

the **SUPER CHARGE**
of all charge soaps!

CHARGIT
by **NU-PRO**

Here's **SAFER**
QUICKER
MORE ECONOMICAL
CLEANING...

Here are 7 reasons why

- REDUCES LINTING . . .
- AFFORDS HIGH SOIL REMOVAL . . .
- REDUCES SPOTTING AND WET CLEANING . . .
- DOES NOT RING IN SPOTTING . . .
- ELIMINATES DISTILLATION TROUBLE . . .
- BUILDS NO FILTER PRESSURE . . .
- CHARGIT IS ODORLESS . . .

SEE YOUR NU-PRO JOBBER . . .
FIELD MEN WILL DEMONSTRATE . . .
OR WRITE US DIRECT FOR TRIAL OFFER

NU-PRO mfg. co.

2918 WASHINGTON AVE., ST. LOUIS 3, MO.

277 East 150th St., Cleveland 10, O. CITY _____ ZONE _____ STATE _____



THE LID IS OFF

THE HAMMOND WIZARD EXTRACTOR

Many extractors built today have the same general appearance from the outside. However . . . when you inspect an extractor from every angle and compare its construction and features, you'll find as thousands have . . . the Hammond Wizard Extractor give you greater strength, greater performance **at less cost** than any extractor built in America today! Don't take our word for it . . . look for yourself! We invite you to compare the Hammond extractor, feature for feature . . . price for price, with any other model.

All Stainless Steel Construction
For Longer Life

Every moving part of the Hammond Wizard Extractor is easily accessible. Precision balance, one-lever control, automatic brake, automatic lubrication, V-belt drive and many other outstanding features make the Hammond Wizard Extractor your best buy! See your nearest Hammond dealer or write direct to the factory today!

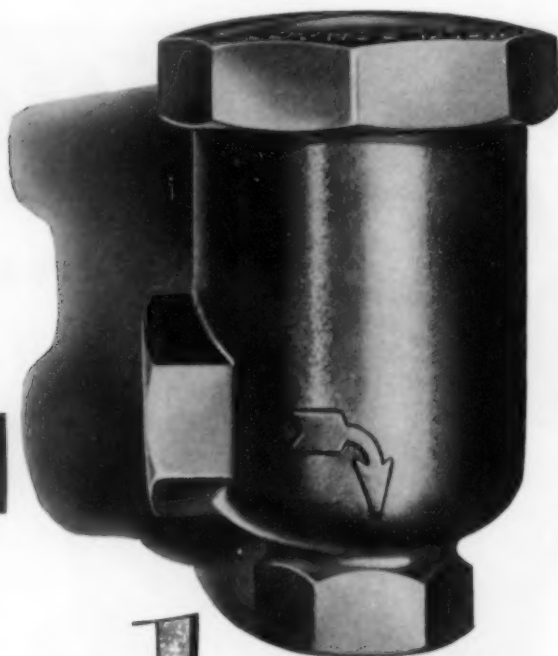


Hammond
LAUNDRY-CLEANING MACHINERY CO.
HAMMOND BUILDING • WACO, TEXAS

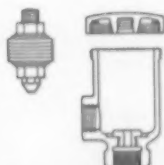
Please send all available information about Hammond
WIZARD EXTRACTOR

NAME _____
FIRM _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____
HAMMOND LAUNDRY CLEANING-MACHINERY CO.
HAMMOND BLDG. WACO, TEXAS

STEAM TRAP



Simplicity



Simple, positive action.
Has only three parts—
thermostatic bellows,
body, cap. Won't leak!

Nicholson simplicity. Pays off big in cleaning and pressing—in peak performance, easy maintenance. Simple in design, simple in operation, Nicholson Industrial Traps prove the most effective method for discharging condensate and air from steam lines.

- Fast, intermittent valve action.
- Tight, positive shut-off.
- No dribbling. No waste of steam.
- Low operating cost. Low maintenance.

Before you specify, check Nicholson. Write for *Catalog 953*.



W. H. **NICHOLSON** *and Company*
TRAPS • VALVES • FLOATS • METAL PARTITIONS

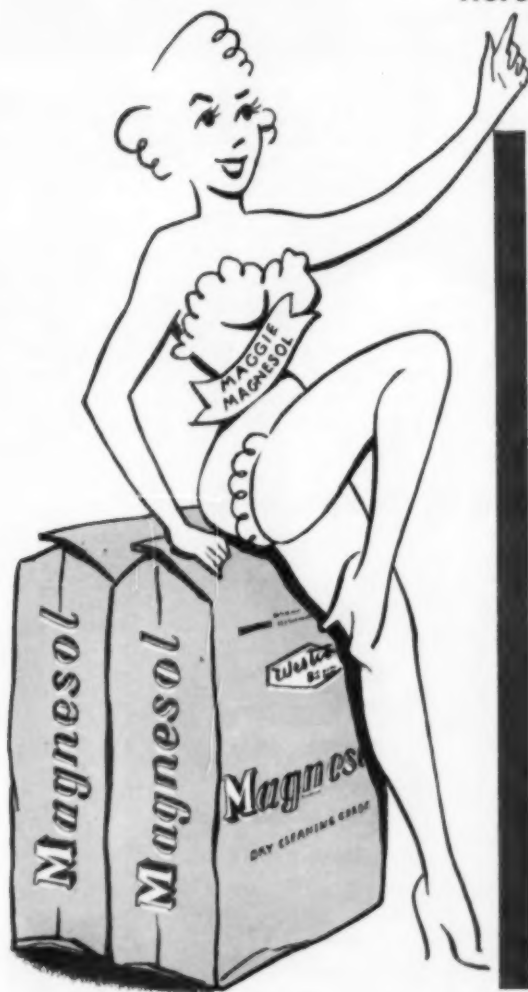
14 OREGON STREET, WILKES-BARRE, PA. • SALES AND ENGINEERING OFFICES IN 58 PRINCIPAL CITIES

Sweet Sixteen

Here are six ways that

sixteen-year-old Maggie MAGNESOL®

can go to work for you:



Keeps systems clean and clear

Absorbs odor-forming matter from the solution

Sweetens while it clarifies contaminated solutions

Keeps acid number at recommended N.I.D. levels

Cuts down on frequent costly distillations

Reduces swales . . . reduces spotting.

Order MAGNESOL* today from your jobber. You'll be so glad you did . . . and so will your customers! Ask your jobber, too, for our new Bulletin "How To Use MAGNESOL".

*MAGNESOL is the registered trade mark of Food Machinery and Chemical Corporation for its brand of magnesium silicate adsorptive powder, made by patented processes.



Westvaco Chlor-Alkali Division
FOOD MACHINERY AND CHEMICAL CORPORATION

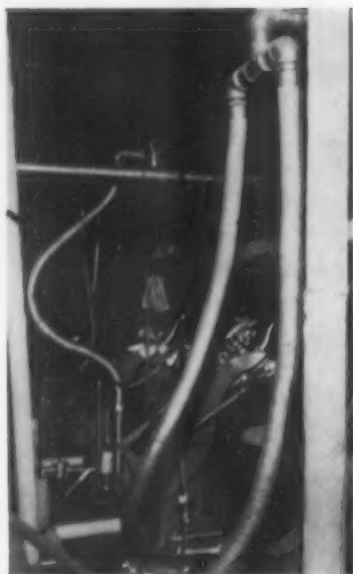
General Offices • 161 East 42nd Street, New York 17

CHARLOTTE, N.C. • CHICAGO, ILL. • DENVER, COLO. • PHILADELPHIA, PA. • ST. LOUIS, MO.



GADGETS and GIMMICKS

Vacuum Hoses



At Reed Cleaners, Fargo, North Dakota, a big vacuum header runs the length of the plant at ceiling height. Instead of the usual pipe connections to the presses, Reed is using gas-station-type flexible hoses. Vibration at the connections, with consequent loosening of the fittings, is eliminated.

Borgana Solution

Cleaners who haven't as yet found a means of coping with ladies' Borgana and Borgana-type coats may be interested in the method developed at Swiss Cleansing Company, Providence, Rhode Island. Plant superintendent Armand Dionne says that Swiss spent a lot of time experimenting with cleaning methods and finally came up with what to them is the best procedure. It has worked satisfactorily on more than 100 coats.

First, ignore the "Dryclean by furriers' method" warning that is sewn into the coat label. Any furriers' method that Swiss has ever heard of won't get the coat clean.

Mr. Dionne suggests a 10-minute cleaning cycle with a normal solvent level, but with a lightly loaded wheel. Swiss runs the coats in a three-pocket,

105-pound-capacity petroleum washer-extractor, with two coats in each pocket. A 3- to 4-minute extraction follows at about 700 r.p.m. Then shake out the coat thoroughly. The coat is air-dried, either in a dryroom or in the open. Swiss advises against tumbling.

In the cleaning cycle, a 2 percent charge is used with no moisture whatever.

Linings are hand-finished with the lining separated from the rest of the coat at the bottom. If the lining is sewed at the bottom, Swiss opens the seam and resews it after finishing.

Doorway Makes Spray Booth

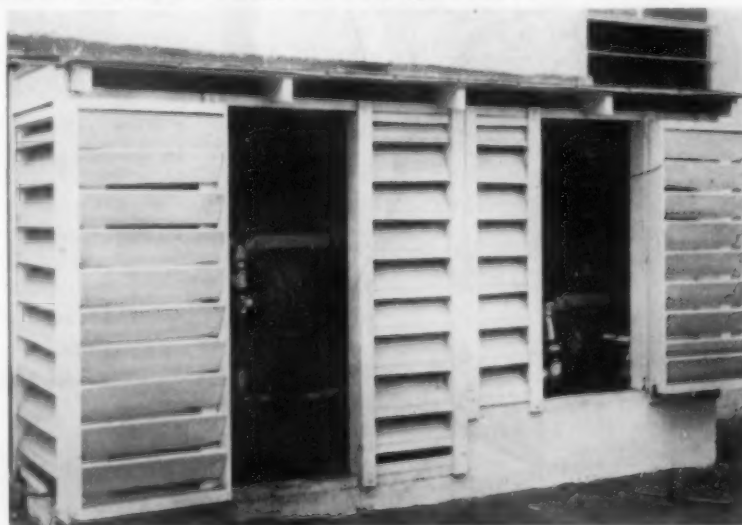
Summer and winter at least one big fan pulls air through the Warwick Laundry & Cleaners at Columbia, South Carolina. This makes it possible to use a wide doorway as the best spot to spray-size garments. All air moving from a drycleaning finishing



room to the main laundry and cleaning business passes through a 10-foot doorway between the two. All ventilation fans are in the ceiling of the larger building.

The air current swerves upward toward the fans as it leaves the door. A cloud of surplus spray will pass up with it, without bothering the sprayer or any other employee. A loaded spray gun hangs ready on the wall just outside the door and the looped cord is suspended from the lintel of the door to hold a garment hanger at any desired level.

Louvered Housing for Compressors



Compressors are one type of heat generator that can be exiled from the working area. Warwick Laundry & Cleaners in Columbia, South Carolina, provided an outside room for its twin compressors. The walls, and even the

two doors, are made of 1-by-4-inch slats to protect the equipment and yet let a maximum of cooling air pass through. The room has a floor and curbing of concrete. The slats are painted white to reflect more heat.



C 302



C 308



C 306



C 301

LINCOLN Holiday Greeting Garment Bags are better than ever before!



C 305



C 303



C 307



C 304

8 Designs • 4 Papers

Package your holiday dry cleaning services in a holiday mood. Each time a customer takes a garment out of a Lincoln Holiday Greeting Garment Bag imprinted with your message, he or she will think of you and will remember you in the holiday spirit. This is good will that lasts all year long and that will help ring your cash register for you in the coming year.

Order your Lincoln Christmas Bags now for early delivery!

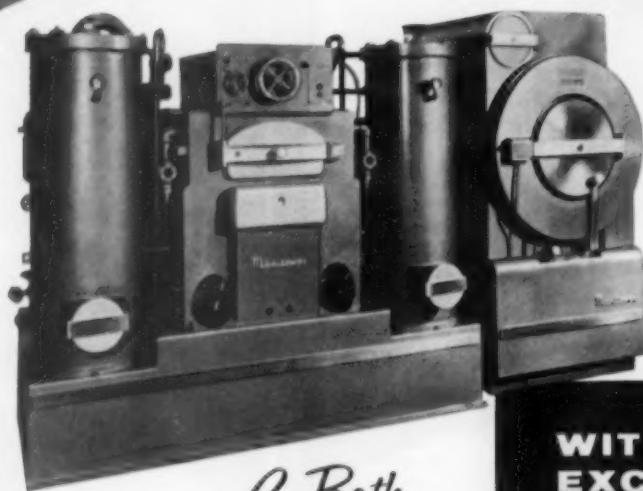
Lincoln Bag Company, Inc.

Para-Lux Products Company

4200 WEST SCHUBERT AVENUE • CHICAGO 29, ILLINOIS



Pick a **MANITOWOC**



2-Bath **PERCHLOR**

It's the talk of the industry—the Maniowoc 2-Bath Perc is rapidly becoming the *most wanted* unit, coast to coast. Why? Because *only Maniowoc* guarantees no intermixing of solvents. Only Maniowoc has the features you need to turn out large volume (90-120 lbs. per hr.) dry cleaning with the least amount of sporing and re-running. Only Maniowoc has such superior advantages as Diverti-Flo, self-priming centrifugal pumps, solvent coolers as standard equipment and 4-way valves for simple, fast back-wash action. Available in semi or fully automatic—with Maniowoc cloth plate filters or Maniowoc-Olson tubular filters.

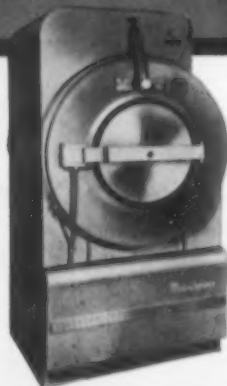
For quick service—top quality cleaning—and *all* the advantages of Perchlor operation—make your next unit a Maniowoc. Single Bath Perchlor Systems Also Available.

WITH EXCLUSIVE *Diverti-Flo*

for the finest quality
2-bath operation

Only Maniowoc guarantees no inter-mixing of solvents—only Maniowoc has Diverti-Flo. Diverti-Flo mechanically controls the cycle of solvents and positively prevents the inter-mixing of "soap" and rinse solvents.

Fool-proof Diverter operated by an inter-locking bar positively seals off flow of rinse solvent from flow of "soap"

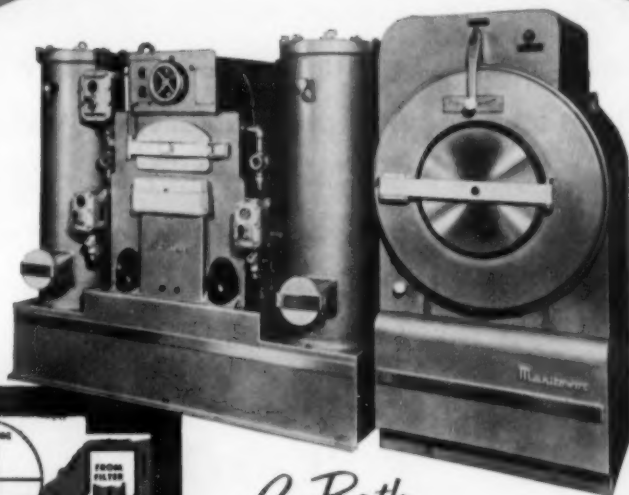


For any dry cleaning system **INDEPENDENT RECOVERY and DRYING TUMBLERS**

Three models specifically designed for use with Perchlor, 140°F or 105°F systems. Big 36" x 30" basket with large air flow and low heat requirement. Assures thorough, fast reclamation and deodorization when used with synthetic systems—efficient, fast Petroleum tumblers with 50 air changes per

minute. Dodge torque-arm drive (featured on Perchlor and 140°F models) with motor directly connected to drum shaft for silent, more efficient operation. Maniowoc tumblers are constructed so that all service and maintenance can be completed from the outside of the tumbler.

for Profit!



2-Bath PETROLEUM 140°F and 105°F

Completely new in design — and built specifically for 2-bath petroleum operation — either for 140°F or 105°F solvents. Turns out from *70 to 105 pounds of quality cleaning per hour, day in and day out. Exclusive Diverti-Flo insures highest quality on every load — positively preventing inter-mixing of solvents.

Here's a unit that will give you the greatest number of features at the lowest original and lowest operating cost. Model 140°F in either semi or fully automatic and 105°F with Manitowoc's famous Selectomatic control. Can be furnished with either cloth plate filters or Manitowoc-Olson tubular filters, includes the new, Manitowoc super speed 36" x 30" safety tumbler. Before buying your next petroleum unit — get the facts on Manitowoc.

Also Single Bath for 140°F and 105°F.

** With additional tumbler.*



when washing. When rinsing, the flow of "soap" is sealed off from the flow of rinse solvent.

No chance for "soapy" rinse solvent or weakened "soap" solvent. Diverti-Flo constantly guards the purity of your solvents and insures high quality cleaning; practically eliminates spotting and rerunning.

Manitowoc
 A Complete Line of Synthetic
 and Petroleum
 DRY CLEANING SYSTEMS

Perchlor
 105°F • 140°F



Tumblers



Filters



Stills



Dry Cleaning
 Units



Take out any ink stain with these 2 easy methods

Do you know the fastest, surest, easiest way to remove ink stains from articles sent to you for drycleaning? The answer: use a Wilson "GO" product. Wilson's *TarGo* is tops for removing oil-base (dry) ink stains...*WriteGo* is *right* for all water-base (wet) ink stains. Both are easy-to-use one-step removers that make ink stain removal a quick and simple matter.

BALL PEN, PRINTING, STAMP PAD and TYPEWRITER INK STAINS

Apply a little *TarGo* and work in until stain no longer bleeds. Flush with solvent. (For "ball pen ink loads" run solvent low in wheel...add 1 quart *TarGo* for each 20 lbs. of garments...shut off pump...run for 15-30 minutes).



is the famous action-loaded spotter that makes short work of tough stains. Unexcelled for removing lipstick, oxidized oil and grease, rubber-base paint, shoe polish, airplane dope, tannin, etc.

FOUNTAIN PEN and WRITING INK STAINS

Apply a little *WriteGo* directly to the stain, then heat slowly with steam gun. When stain lightens, increase steam pressure to flush stain and *WriteGo* from fabric. *WriteGo* works equally well before or after cleaning. Not necessary to re-clean after use.



is the liquid one-step remover for all water-base ink stains. Safe, sure...eliminates use of ammonia or acid...requires no rubbing or working-in.



and



are two of the famous



products of

A. L. WILSON CHEMICAL CO., KEARNY, N. J.

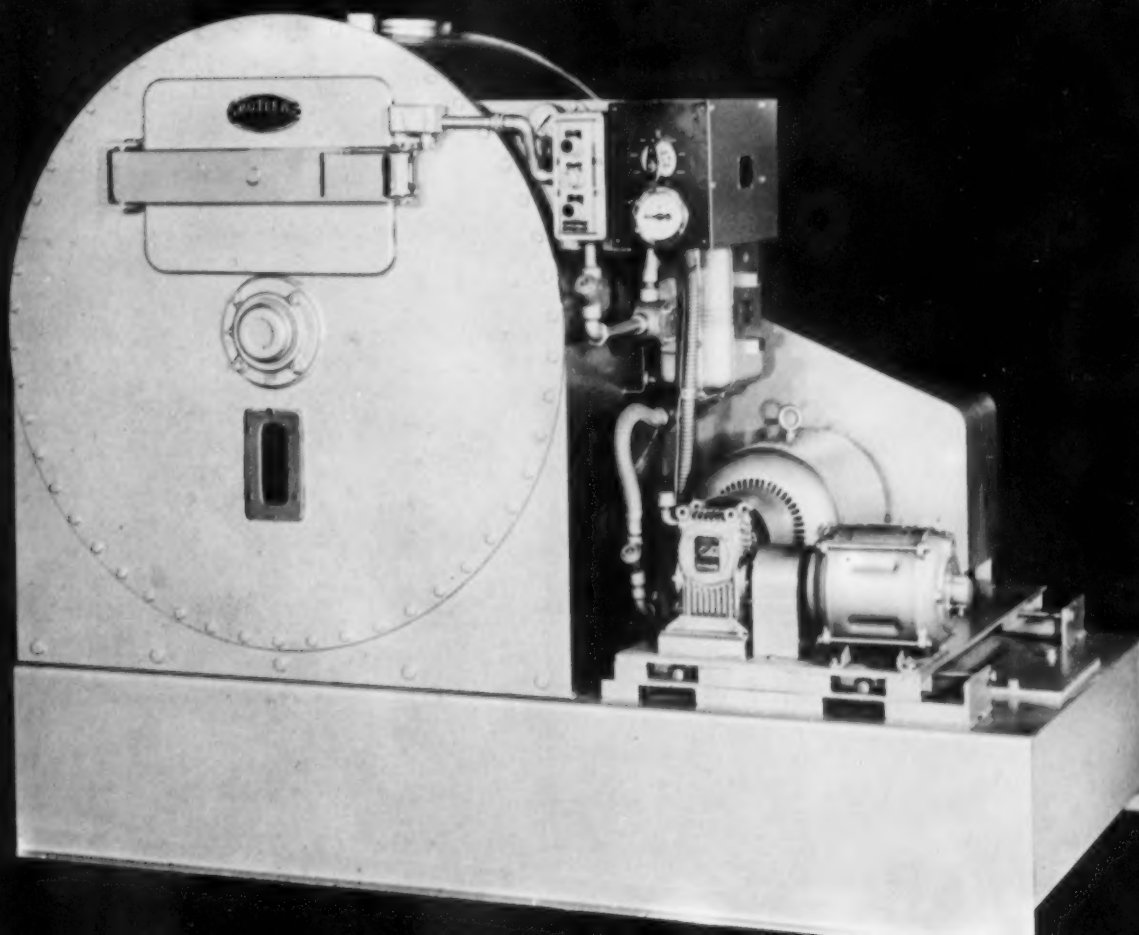
Order them from your jobber

NEW

BUTLER

Extracting Washers

Bring new profits to your cleaning business



**up your
profits**

3 ways
with

NEW
BUTLER

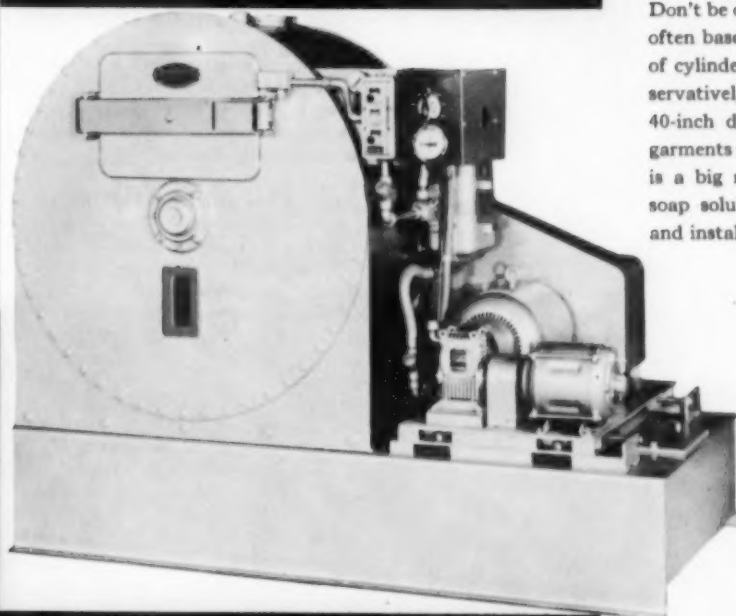
**Extracting
Washers**

*Pay for
themselves in
labor savings
alone.*

*Designed for
charged systems...
better work
brings in more
customers*

*Saves you space,
solvent, soap,
steam, electricity
and costly
installation.*

NEW 60# EXTRACTING WASHER

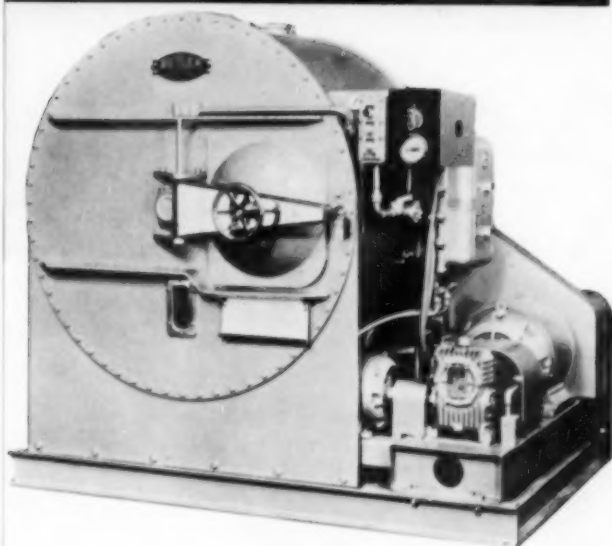


Rating of 60 pounds means 60 pounds without overloading!

Don't be deceived by misleading capacity claims. They are often based on loads as high as $4\frac{1}{2}$ pounds per cubic foot of cylinder volume. Butler's 60-pound unit is rated conservatively on a basis of 3.3 pounds per cubic foot. The big 40-inch diameter cylinder allows proper distribution of garments so the solvent can work through the clothes. This is a big reason why a Butler cleans better. 165-gallon soap solution tank in base—eliminates need for buying and installing one.

SPECIFICATIONS, 60-pound Model							
Total Load Capacity	Cylinder Size	Cylinder Pocket Capacity	Washer			Extractor	
			Speed	Motor H.P.	Solvent Holding Capacity, Gallons	Speed	Motor H.P.
60 pounds	40" x 24" (2 pockets)	30 pounds each	30 rpm	1 h.p.	55	600 rpm	5 h.p.
Weight, pounds	Maximum Base Requirement		Floor Space Width & Depth		Semi-automatic controls. Single knob controls washer motor, extractor motor, brake. Butler air-operated flow valves. Electric control box for locking and wash and rinse pumps located directly on control control panel. 165 gallon soap solution tank in base. Tank holds 13.75 gallons per inch.		
Approx. 4000	Reinforced concrete slab 6 inches thick		Width 7' 1" Depth 3' 4" Base 40" x 82"				

NEW 120# EXTRACTING WASHER



Big 120-pound capacity based on conservative standards

Butler's 120-pound Extracting Washer is also rated on realistic high-quality cleaning capacity and accepted industry standards. 120 pounds is at 3.2 pounds of clothes per cubic foot—virtually top industry standards. Capacity claims based on high poundage per cubic foot mean *poor cleaning at capacity!*

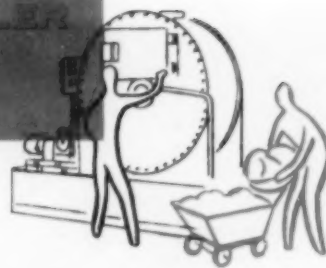
SPECIFICATIONS, 120-pound Model							
Total Load Capacity	Cylinder Size	Cylinder Pocket Capacity	Washer			Extractor	
			Speed	Motor H.P.	Solvent Holding Capacity, Gallons	Speed	Motor H.P.
120 pounds	48" x 36"	40 pounds each	26 rpm	3 h.p.	Small, 82 gals. Total with surge trap, drain assembly & drain pipe, 121 gals.	650 rpm	7½ h.p.
Weight, pounds	Maximum Base Requirement		Floor Space Width & Depth		Semi-automatic controls. Single knob controls washer motor, extractor motor, brake. Butler air-operated flow valves. Electric control box for locking and wash and rinse pumps located directly on control control panel. Reversing wash cycle.		
Approx. 6000	Reinforced concrete slabs 12 inches thick		Width 9' 8" Depth 5' 8½" Base 58½" x 103"				

THE OLD WAY



Your cleaner spends 5 to 9 minutes each load with conventional equipment, just unloading into the extractor. This job—plus tending the washer—takes so much time that you can't use him for other work. If you use the two-bath method with old equipment, or with extractor rinse, your cleaner handles the load several times to get it into the tumbler. Either way, your labor costs are too high.

THE BUTLER WAY

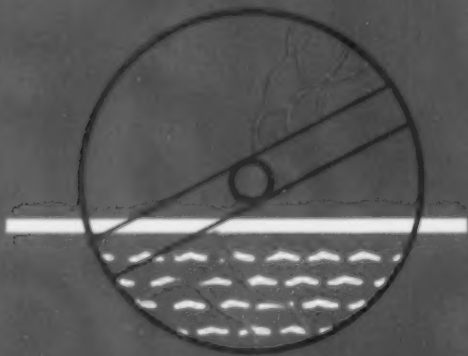


The new Butler extracting washer saves so much operator's time that it pays for itself in labor savings alone. Plant owners who have already installed machines are saving so much of the cleaners' time—eliminating so much spotting and wet cleaning—that most of them have combined cleaning and spotting, eliminating one worker. Garments are handled just twice with the 2-bath method!

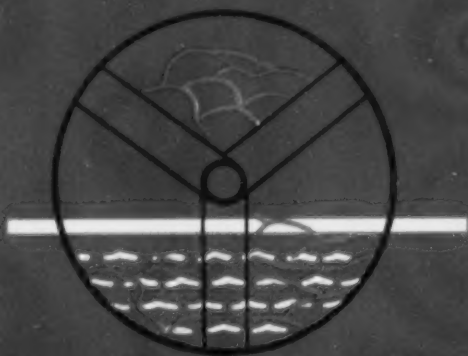
BETWEEN CYCLES



A whistle signals the start of the next cycle. The machine extracts immediately after the wash cycle, eliminating the need for separate overruns. Load capacity is 40 minutes depending on the type of laundry. Demand about one-third of the time. An average operator can handle 10 loads in an 8-hour day. The machine has operated valves and controlled valves to maintain the proper temperature.



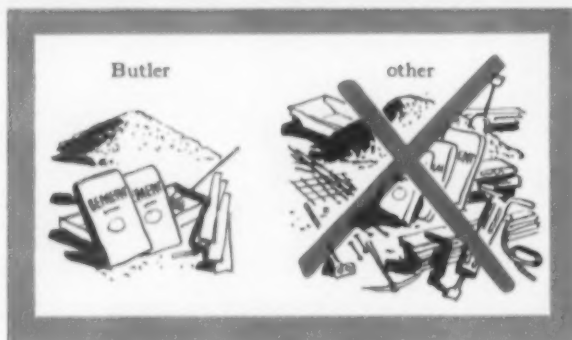
Divided pocket cylinders. Divided pockets do a far better cleaning and rinsing job. Load is lifted completely out of the solvent, then plunged clear through it again, forcing a deep-penetrating, cleansing action. Divided cylinder gives you a gentle squeezing-cleansing action that can not be duplicated in an open cylinder washer. Shallow lifting



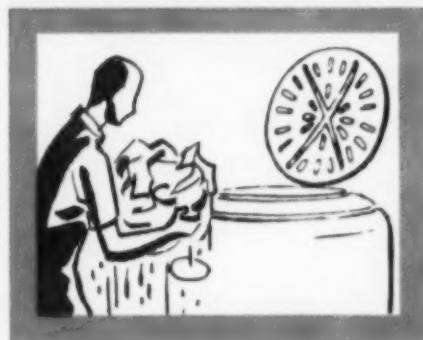
ribs in open cylinders cause clothes to tumble, tangle—even tear. Diagram at left shows 2-chamber pocket on 60-pound model. Y-pocket at right shows 3-chamber cylinder on 120-pound model. Divided pockets let you mix loads; lights in one pocket, darks in others. You can also run specials, or light loads to finish out a day.

You'll take pride in the quality of the work you do. When new customers are on the job, they are on the job. You'll take pride in the quality of the work you do. When new customers are on the job, they are on the job. You'll take pride in the quality of the work you do. When new customers are on the job, they are on the job.

Use 2-bath, strong soap, and strong soap. Use 2-bath, strong soap, and strong soap. Use 2-bath, strong soap, and strong soap. Use 2-bath, strong soap, and strong soap. Use 2-bath, strong soap, and strong soap.



Compare installation costs. Butler extracting washers are so vibration-free that they require very inexpensive foundations—a 6-inch concrete slab for the 60-pound, 12 inches for the 120-pound. Compare this against the heavy foundations, reinforcing, etc., you must install with other machines. And look at the space you save—compared with conventional equipment! A Butler extracting washer, filter and still occupy about one-third the space required by conventional units of like capacity.



Cut solvent, steam and electric bills. You can't imagine how much solvent you waste hauling garments to the extractor, and through improper extraction speeds. Cleaners report Butler units save as much as 50% on their solvent bill! You'll save on soap, electricity and steam, too. Faster, more efficient cleaning means less steam and power per garment.



Whatever your present methods and equipment, a Butler extracting washer will save you money. It will save you money. It will save you money. It will save you money. It will save you money.

BETWEEN
CYCLES



... signals the end of each cycle— at-
immediate attention—eliminates expen-
verruns. Loads are completed in 30 to
utes depending on the soap process, and
d about one-third of the cleaner's time.
verage operator can turn out at least 12
in an 8-hour day. Central controls, air-
ed valves and electric switches—no hand
ed-valves to monkey with.

I take pride in delivering every gar-
when new Butler extracting wash-
re on the job. Then you can promote
e-quality cleaning—and your satis-
customers will help you do it. By
l tests, Butler extracting washers
rm far above NID whiteness reten-
standards—right up in the highest
antages possible.

...bath, strong soap system prof-
Butler semi-automatic machines
, extract, rinse and extract with a
num of attention. Butler machines
strong soap give you the opportunity
rganize an ultra-modern cleaning
—with much less spotting and wet
ing, better work flow throughout
plant, more productive employees,
labor turnover, happier customers—
more money in your profit column!

Not too new to know it pays

3

ways

Early sales to
dry cleaners
bring back these
performance
reports

Read these extracts from
letters in our files:

Drummond and Sons, Kansas City, Mo. "Divided pockets are an advantage—enable us to run lights and darks without lint trouble. Since we installed the Butler there has never been any overtime in the dry cleaning room ... enabled us to eliminate a wet cleaner and a cleaner's helper. Solvent savings amount to 16.3%."

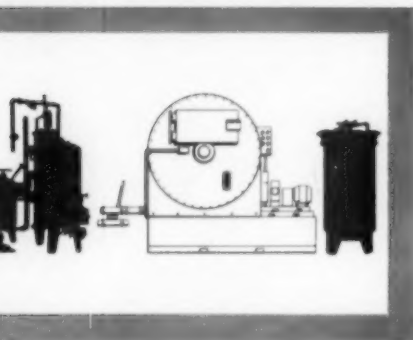
Killey Cleaners and Furriers, Davenport, Iowa. "Cut our drycleaning cost in half ... speeded up our service ... evened flow of work due to ability to run mixed classifications."

Boulevard Cleaners, Hilton Village, Va. "Have done away with one man in our cleaning room. Cut our solvent costs by at least \$25 a month ... speeded up our work ... we cut off our machinery boiler and presses every day at 4 o'clock whereas it was 5 or after last winter."

Independence Laundry & Cleaning Co., Independence, Mo. "Eliminated two men in the cleaning department ... cut solvent costs approximately 25% ... cut soap costs 33 1/4%."

Rainbow Cleaners and Laundry, Greenville, N. C. "Eliminated two or more workers on our dry cleaners' side ... cut our solvent costs a great deal ... our electric bill has been greatly reduced."

Model Cleaners, Rock Island, Ill. "No more dripping drain boards. No more slopping from washer to extractor. It even smells better back there, and the cleaner doesn't have raw and bleeding hands all winter."



... your present soap process or plant pro-
a Butler extracting washer fits right into your
methods and equipment. If your present fil-
l and tank capacity are adequate for your
—no replacements are necessary. Some ex-
washers require the scrapping of present useful
ent—which raises the total price. Compare
LL cost before you buy!

BUTLER

Manufacturers of Oil Equipment • Steel Buildings • Farm Equipment
Dry Cleaners Equipment • Special Products
Factories located at Kansas City, Mo. • Celanburg, Ill. • Minneapolis, Minn.
Richmond, Calif. • Birmingham, Ala. • Houston, Tex.

Call your Butler Salesman ... or fill out and mail coupon today

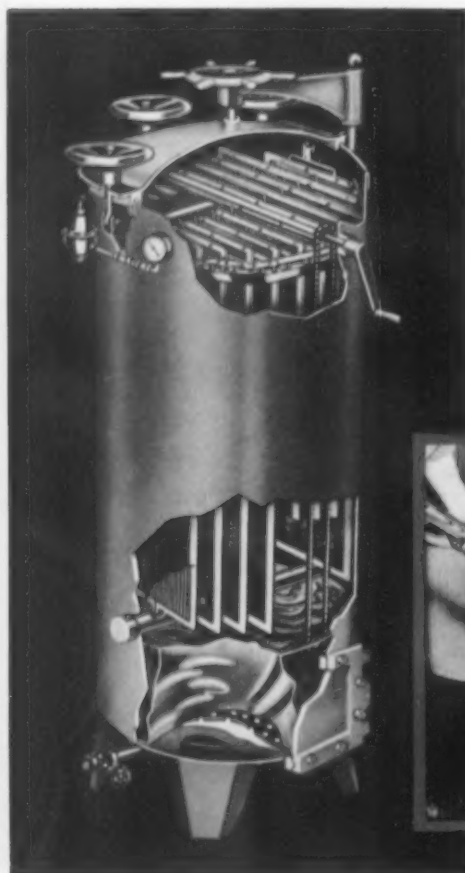
BUTLER MANUFACTURING COMPANY

7400 East 13th Street, Kansas City 26, Mo.

- ☐ Have your representative call on me immediately
☐ Please send additional information

Name _____
Firm _____
Address _____ Phone _____
City _____ Zone _____ State _____

Volume of clean solvent—your key to quality—and you get it the easy way with a **BUTLER Big-Flo FILTER**



Use the best and most efficient cleaning machinery made . . . and if you don't match it with an adequate filter you get poor results, re-runs and complaints. It's just horse-sense—only clean solvent will clean clothes. With the increased cleaning power of strong soap—big-capacity filtration is a **MUST**. Your filter should change the washer solvent 40 to 50 times each hour or the soil is redeposited on the clothes. If you need a new filter—there's no substitute for a Butler, and there is one made in the size to fit your needs.

Big-Flo monel metal screens with solid corrugated divider plates and vertical grooves—present a smooth surface for quick, easy solvent get-away. No cross wires to collect lint and dirt. No boiling or screen cleaning required. Filtration is always thorough, fast, and trouble-free.



Mechanical scrapdown, air clean-out—saves solvent, labor, maintenance time.

Fastest cleaning filter on the market! Simply turn crank a few times and screens are thoroughly cleaned in seconds.

When it is time to remove muck—Butler patented air cleanout makes it an easy, quick job. Air cleanout forces air through the muck, recovering several gallons of solvent, leaving the powder dry. Then simply shovel it into a hanger carton. No solvent waste—no messy floors—no disposal problems—no muck-soaked bags to fool with!



Here's the still you need to make strong soap perform at its best . . . the Butler Pure-Flo®

Today's fast-acting strong soaps do their best work with *distilled* solvent. Only distilled solvent is free of soluble, odor-causing oils and greases known as heavy ends. Sweetener powder is not the answer. It hurts cleaning action of strong soap—won't remove fatty acids or heavy ends. And do you know that distillation is cheaper? Only one-tenth of a cent per gallon!

Guard solvent purity—keep quality high with a Butler Big-Flo still. Large moisture absorber handles extra moisture in charged systems. Automatic water-temperature control, automatic heat controls and automatic solvent feed control make operation easier. Close boil-down assures practically complete solvent recovery. Self-draining vertical preheater tubes never clog—are always clean.

No matter what cleaning equipment you need—call **BUTLER first!**



Air and Manual Presses



Synthetic Units



Filters



Stills



Tumblers



Washers



Extractors



Storage Tanks

25 YEARS AGO.. AUG. 1930

MECHANICAL DEVICE STOPS MOTOR WHEN DRIVER REMOVES SELF FROM SEAT TO MAKE DELIVERY.. PREVENTION OF LONG IDLING AT CURB CLAIMED TO REDUCE OPERATING COSTS 40% TO 50% !!



CANADIAN PROGRESS IN DRYCLEANING SHOWN BY YEARLY RECORDS....1917 VOLUME SHOWN AT \$8300,000... JUMPED TO \$23,600,000 BY 1928.. TOTAL OF 375 PLANTS OPERATING IN 1928.

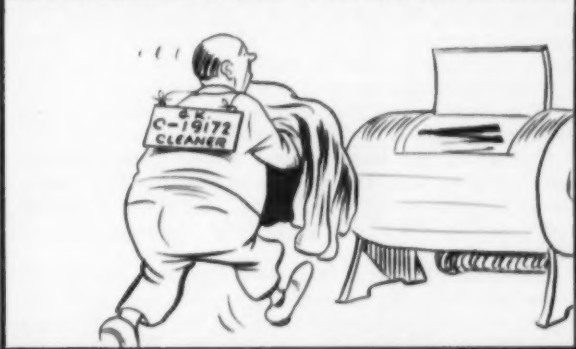


10 YEARS AGO.. AUG. 1945

UNTIL WAR, FIVE YEARS BELIEVED LIFE OF GOOD TRUCK...TODAY, MAJORITY OF TRUCKS ARE OVER 7 YEARS...LOWEST COSTS IN HISTORY.



CALIFORNIA PROPOSES TO LICENSE DRYCLEANERS, DYERS, HAT RENOVATORS, FUR CLEANERS, PRESS SHOPS...CONTROLLED BY STATE CLEANING BOARD.



...AND NOW A KIND WORD FOR THE SWELL SALESMAN WHO UNHESITATINGLY GIVES UP A WEEK END WITH HIS WIFE AND KIDS, JUST TO HELP YOU OUT OF A JAM OF YOUR OWN MAKING !!!

Lou Bellw



TODAY! "THE LITTLE SHOP AROUND THE CORNER"

EDITORIALS

Hello

Stepping into the position of your new editor fulfills a great personal ambition and presents a real challenge. Here lies the greatest opportunity in the world to be in touch with the owners and management of the drycleaning industry. Here is a chance to keep you informed of the latest trends and ideas that will make your business more efficient and profitable.

There is at once a surge of pride and a deep feeling of humility in following the other editors who have helped make this the magazine of management. Unless these pages are kept articulate and informative, you will not be getting value received. NATIONAL CLEANER & DYER can remain the most important single voice in the industry, or it can silently gather dust on your filing cabinet.

We hope our efforts will merit your continued high interest. We plan many new features and timely articles. Your comments on them will help us bring you stories that mean more profit and prestige for you.

These first lines would not be complete unless we acknowledged the assistance and training received from so many fine people in the drycleaning field. Time and space limitations prevent mention of individuals. Suffice it to say they range literally from Maine to California. To all these helpful people, may the editorial honesty and quality of this magazine show our continuing gratitude. That applies to the first fellow who taught us how to wetclean a pair of trousers!

In a sense, we will be practicing something similar to meteorology. It will be our responsibility to test the "climate" of our industry and report these findings accurately to you. You will be advised on the immediate predictions as well as the long-range forecasts each month. We also hope to help you improve that climate.

Obviously, this is a large order for one person, or even one magazine. Therefore, we welcome and earnestly solicit the help of our readers, the Institute, state associations and the allied tradesmen. We intend to devote the major part of our time to visiting plants, equipment manufacturers and associations all over the country.

We pledge to bring you, the reader, informative, concise information. With your help, we can't miss!

Temperature Reading

Just above we promised "weather reports." You will be glad to know that the drycleaning industry is as hot right now as the heat wave currently gripping most of the country. Business generally is up and everyone is optimistic. The second half of 1955, it is predicted, will give us the biggest economic boom in the country's history.

This is reflected in General Motors' announcement that it will spend a billion dollars on plant expansion all over the nation. Coupled with that is the tremendous increase in the value of its stocks.

So called "big business" is extremely sympathetic to the Eisenhower administration. It has gone all out to avoid crippling strikes. Witness the settlement of negotiations between management and the auto and steel workers.

Whether we like the stock market or not, it is an excellent business barometer. Right now it is hitting new peaks every day. That is because our present economy is built on solid ground, or nearly 100 percent peacetime conditions. We do not have the artificial pump priming caused by World War II and Korea.

This optimism permeates our industry, too. Never before has there been so much new construction and expansion. It is heartening to see more and more of the larger plants branching out into additional routes and call offices. Many have been installing package units to take care of the additional loads placed on their main plants. They are taking advantage of the American phenomenon, "Suburbania."

An interesting side note is that the department stores all over the country are doing the same thing. However, while they have added to customer convenience, such as proximity to residences, parking facilities and loading services, none has discontinued its charge privileges and delivery service.

Those same customers are ours, too. We must give them *all* the conveniences unless we want to exclude ourselves from some of the best potential we have. It is common knowledge that those people in the upper-half income bracket of our economy spend about 75 percent of the dollars the drycleaning industry earns. These better customers are eligible for charge accounts. They also provide for greater stability to your business, should conditions generally ease off later.

Long-Range Forecast

Gross national product, the value of everything produced in this country, appears to be headed for an all-time high. That means more spendable dollars in the hands of your customers. Whether you get your fair share depends upon you.

The home-drycleaning and laundry-soap manufacturers are spending millions on consumer advertising this year, more than ever before. By positive, hard-hitting merchandising they are inducing the housewife to buy their products. Thus she will have more money for new appliances, television sets, clothes and beauty aids if she by-passes us.

This is our real competition. Our only hope of meeting it lies in the same type of aggressive advertising in newspapers, radio, direct mail and the other media used by the appliance manufacturers.

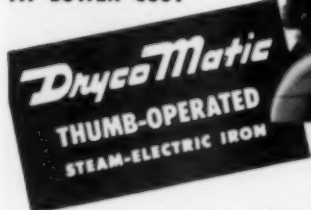
Currently the cleaners are featuring the slogan, "Your cleaner is your clothes' best friend." Similarly your neighbor cleaner is your best friend. The more we all tell the drycleaning story to the housewife, the better off we will all be.

We plan to feature monthly stories on special promotions that have been successful. We hope such reporting will also make your service more acceptable to the housewife and encourage her to spend more with you. The basic fact remains that unless you advertise constantly, all the finest equipment and methods are unnecessary. The bundles must come to the plant before you can process them.

Advertising is like a bicycle. Unless you keep pedaling, you fall off the bike. Unless you keep advertising, you lose out in the race for customers.

Bishop Freeman WORK SAVERS

FOR MORE
PRODUCTION
AT LOWER COST



Dryco Matic
THUMB-OPERATED
STEAM-ELECTRIC IRON

Makes hand-finishing 20% faster . . . 10 times easier. Cuts fatigue in half by eliminating pedal operation. Simplifies training.

Complete with cord, hose, solenoid, valve, pilot light, separator, mounting bracket. No. 6330-A (3-lb.) or 6360-A (6-lb.) \$85.00.



**FINISH SHOULDERS
BETTER . . .
3 TIMES FASTER
with a
Dryco UTILITY
SHOULDER PUFFER**

Tough finishing jobs made easy. Finish shoulders far better in one-third time of old "buffing" method. Saves 4 times its cost each year. Needed in each finishing unit. Only 14"x16" space.

Model 1015 (illustrated) for women's and Men's Shoulders & Sleeves, \$65.00.

Instant Moisture . . . Where you want it . . . When you want it
**DRYCO E-Z SQUEEZE
WATER SPRAY GUN**

Unsurpassed for high-speed dampening of all fabrics. Needed at every press and finishing unit. Adjustable for controlled spray of fine mist. Non-drip. Model F, complete, only \$10.95.



BISHOP BAG-O-TEER

Bags more garments
faster . . . no walking,
reaching, lifting

Bagger, Bag Racks and Desk Combined

Holds dress bags, suit bags and pants bags in position to slip down over garment. Saves time, space and money. Thousands of users. Model B30-2, \$99.00.



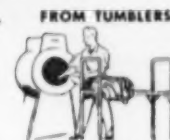
BISHOP CLOTHES CARTS



Model B2-100,
now only \$29.50 ea.

Fastest, lowest-cost way to speed work to spotters, pressers

Cut out bending and lifting . . . let your production ROLL from one operation to the next in half the time, at half the cost. All-steel, hold 150-200 lbs. Neoprene wheels.



FROM TUMBLERS
TO SPOTTERS



TO PRESSERS



SORTING BY THE FOLDERS INCREASES PRODUCTION 50%

Reduces Mix-Ups, Speeds Service. Ten-Bin Unit Lets Any Plant Use Small Lots

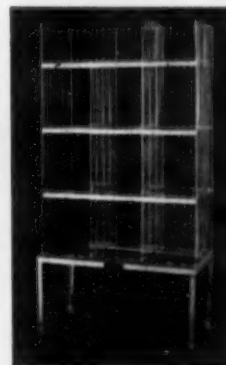


Operator sorts as she folds . . .



Bundles are then ready for wrapping

Compact Bishop 10-Bin Unit eliminates the time, space and cost of separate sorting. Write for details. Model B29-1010, \$69.00.



© 1955

Bishop David Freeman Co.

FORMERLY: BISHOP (EST. 1893) . . . Davis . . . Dryco



LAUNDRY AND CLEANING
PRODUCTION EQUIPMENT

EVANSTON, ILLINOIS

COWBOY HATS are given by Clarabell to opening-day visitors who brought garments to be cleaned



Children Bring Parents

Grand opening slanted for kiddie appeal
brings them out . . . with adult prospects

"THE BEST WAY to get people out to a grand opening is to get their children to drag them."

That's now the confirmed opinion of Al Jacobson, who proved it recently by using that theory to draw more than 1,000 people to the opening of Tops Drive-In Cleaners in Allentown, Pennsylvania. In spite of unfavorable weather, nearly \$1,000 worth of cleaning and shirt work was brought in.

Partners Jacobson, Gene Duffy and Sid Greenstein decided weeks before the January 15 opening that they would aim much of their first-day promotion at the kids, who would have to be brought by parents. They arranged for an all-day personal appearance of Clarabell the Clown, popular personality on the Howdy Doody television show, and they advertised this appearance in newspapers and in local TV spot commercials before and after Clarabell's show.

The partners made sure that this appearance focused attention on the

new plant by promising that Clarabell would personally give "free cowboy hats to the kiddies who bring in garments to be cleaned."

The cowboy hats were part of a group of grand-opening souvenirs carefully selected to appeal to all members of the family. Lollipops and balloons were also provided for the children, while plastic garment bags were given to the women and pocket pencil-holders to the men.

Other attractions for the adults included the appearance of "Miss Pennsylvania" as an opening-day hostess and the offer of opening-week specials, such as three garments cleaned for the price of two and shirts laundered for 15 cents each.

While the TV commercials telling about the appearance of Clarabell and the free souvenirs were counted on for much of the response, Tops ran a good bit of newspaper space for three days before the opening. One small ad simply said, "A clean city is our goal." Larger ads of a quarter-page

and a half-page invited people to "visit Pennsylvania's newest and most modern drive-in drycleaning plant," and told about Clarabell, "Miss Pennsylvania" and the souvenirs.

Because of an early-morning snow, the response was heaviest in the afternoon, even though the opening was advertised for 10:30 a.m. After the fair-sized morning crowd departed, only a few customers showed up each hour until early in the afternoon, when a steady stream of families thronged in bringing garments and demanding cowboy hats from Clarabell.

"When the first bunch of kids got back to their neighborhoods with their hats," said Mr. Jacobson, "it didn't take long for their friends to get the idea and drag their families out. We were rushed as it was, and without that snow in the morning we would have been swamped."

The presence of a number of equipment manufacturers' representatives made the opening day smoother, be-



PARENTS WEREN'T NEGLECTED, either. Miss Pennsylvania of 1954 presents customer with free plastic garment bags. The men were given pencil holders



NEW EQUIPMENT was also featured in festivities. Visitors were told this washer could clean this 30-pound girl seven times an hour—if she were a rag doll

cause they helped get much of the equipment started. The plant was not put into operation at all before the opening day, and it had many pieces of new equipment with which the operators were not familiar.

Some of this equipment forms the basis of the plant's long-range merchandising plan—to sell cleaning and shirt work by showing the machines that do the work out in the open. This plan got a good start on the opening day, when customers were shown shirt marking with invisible ink, also the operation of a 2-girl shirt finishing unit.

One of the features of the plant that Mr. Jacobson feels will be most fascinating to customers, as well as efficient for the plant, could not be installed in time for the opening. This is a system for bringing finished garments, when called for, up from the basement storage area. As customers present invoices, the numbers are written on a Tel-autograph unit at the call desk. This unit, similar to the communications devices used in

banks, writes the number simultaneously on a slip of paper in the basement. The girl there takes the slip, finds the garment, and sends it directly up to the call desk via a continuous vertical conveyor that goes through an opening in the floor.

Mr. Jacobson is convinced of the value of this kind of mechanical showmanship because of the firm's recent success with a similar operation at Montgomeryville, Pennsylvania. Tops Drive-In Cleaners opened a slightly smaller "1-hour cleaning and 3-hour shirt laundry" there in February 1954. A drive-in operation with all work done in view of the customers, it grossed nearly \$1,000 a week at the start and was up to \$2,400 per week by the end of the year. Messrs. Jacobson, Duffy and Greenstein hope their new plant, which has an excellent location at 570 Union Boulevard, a main local artery, will eventually gross \$4,000 a week.

"We feel that spending \$2,500 for ads, souvenirs and personalities at our grand opening paid off in getting us

started toward that goal," Mr. Jacobson said, "but we may get there sooner than expected. A factory employing 8,000 people is soon going to open across the street." # #

GRAND *Opening*

Everyone's Invited—Come On Out!

In Pennsylvania's Newest and Most Modern Dry Cleaning Plant

TOPS DRIVE-IN CLEANERS

570 UNION BOULEVARD OPPPOSITE WESTERN ELECTRIC

TOMORROW at 10:30 A. M.

"Miss Pennsylvania"

will be your hostess!

Also in Person **CLARABELL**

Clarabell Has
COWBOY HATS
For the Kiddies
When they bring in garments to be cleaned

FREE
KORDITE GARMENT
STORAGE BAGS
for the first 1,000 customers

Any **3**
GARMENTS
DRY CLEANED
for the
Regular
Price of
2

(Opp's of Other Souvenirs)

OPENING
ONLY GUY!

SHIRTS
Beautifully cleaned
and carefully
refurbished—
15¢

(Minimum of 10
Shirts at 1¢)

TOPS DRIVE-IN CLEANERS

570 Union Boulevard

Opposite Western Electric



LATE IN AFTERNOON many customers brought garments—and kids seeking cowboy hats. Juvenile word-of-mouth brought them in

NEWSPAPER ADS announcing opening stressed scheduled appearance of popular TV clown

Have You Had a Recent Appraisal for Fire Loss?

By LOUIS F. KORING, Jr.

ABOUT THE AUTHOR



Louis F. Koring, Jr., has had many years of experience in valuation work, in doing field, sales and executive work. He is vice-president of The Manufacturers' Appraisal Company, Cincinnati, Ohio.

AS AN OWNER or an officer of your drycleaning company, you with your associates have invested many thousands of dollars in physical assets of land, buildings and machinery and equipment. If you lease property, you have physical assets of leasehold improvements and machinery and equipment. One of your problems in taking care of these assets is carrying the proper amount of insurance, so as to be able to replace them in case a loss does occur.

Several problems are involved in placing insurance on plant property. *One problem is in setting the proper value on the property.* As you know, insurance is written and losses adjusted on the basis of *actual cash value*. The determination of the actual cash value would be very simple if price levels never changed and if all fires resulted in total loss. If this were true, insurance policies could be renewed from year to year on the same basis. When the fire destroyed the property, there could be little argument over the fact that the amount payable would be the face value of the policy.

Effect of Price Fluctuations

Today, however, we find a fluctuation of prices. For example, building construction cost graphs, starting at 100 in 1913 reached nearly 300 in 1920, dropped to 150 in 1932, and are now approximately 315. Machinery and equipment follow very closely through such extremes. *These price fluctuations have a very direct bearing on insurance values.*

Since insurance policies are written on the actual cash value, as specified in the policy, and this has been construed by our courts to mean *current cost of reproduction less the actual depreciation* due to mechanical deterioration, obsolescence, or other depreciating causes at the time of loss, this value must be kept current. Since most losses are not total losses and we do have constant price fluctuations, we certainly do have a problem in setting the proper actual cash value of a property.

In addition, we have the problem of making an inventory of the property

destroyed or damaged after the fire. This is called the *proof of loss*. In lines 90 to 122 of a standard policy, it is stipulated that in the event of a loss, an inventory of the destroyed and damaged property shall be submitted item for item, together with the actual cash value and amount of loss claimed. Often verified specifications of the buildings are called for.

The insurance buyer of your firm must know how much insurance to buy and be prepared to set up a proof of loss when fire suddenly strikes.

The writer has been calling on insurance buyers for many years. One of the first arguments they give is: "We have such good book records, we do not need an appraisal. We have adjusted our book records to the general price increases in price levels. Our accounts are audited by certified public accountants each year."

Defects of Book Values

Book values, adjusted or not, should not be used to reflect the actual cash value for the following reasons:

1. Property account records, or book records, are designed to reflect the original cost at the time of acquisition and not the current replacement cost, which is the basis of insurance value.

2. Many items of additions to the property and improvements never find their way in the property accounts. Some of these items are partitions, work benches, wiring, installation and freight charges. Minor items are frequently expensed and not placed in the book records at all. In fact, we found that at least 20 percent of the

ANOTHER GREAT SANITONE "FIRST"

is on the way...

\$1,000⁰⁰ Dream Wardrobe

and
25 Other Wonderful Prizes offered
in nationwide contest to

**WIN NEW CUSTOMERS
for SANITONE!**



*The Very First Time America's
Dry Cleaners Have Ever Been
Backed By Such Sensational
Promotion In National Advertising*



Here's the ace promotion to top Sanitone's greatest business builders of the past...It's sending hordes of new customers scurrying to Sanitone Dry Cleaners everywhere. First announcement reached America's housewives in Saturday Evening Post and Ladies' Home Journal on July 26 and 28 respectively. And how they're going for it! Licensees who need more supplies please write too them immediately. Non-licensees write to tone licensees and only Sanitone licensees among all American dry cleaners. Write Today Sure.

*In Canada, it's the August Reader's Digest.

Sanitone
DRY CLEANING SERVICE
A Division of Emery Industries, Inc., Carew Tower • Cincinnati 2, Ohio

Another Good Reason Why

**IT'S BETTER
TO SELL SANITONE
THAN TO SELL
AGAINST IT!**

A leader from the start, Sanitone began it 23 years ago . . . FIRST with a charged system . . . FIRST with regular engineering service help in the dry cleaner's own plant . . . FIRST continuous (Since 1935) National advertising for any dry cleaning process . . . FIRST in "professional" help for the dry cleaners' own local advertising . . . FIRST with the Cotton Clinic . . . and now—for the newest and truly spectacular FIRST . . . The FIRST nationwide contest promotion to help dry cleaners described on the left.

CASH IN ON THIS GREAT PROMOTION

Here's the most powerful business-builder in all Sanitone history. Don't miss out on a single day of it if you are already a Sanitone licensee. Write TODAY for details if not already received. If you aren't now a licensee, write anyhow and see one of the best reasons yet why *it's better to sell Sanitone than to sell against it*. Write to L. Francis—PERSONAL—Address above.

PROPERTY RECORD										
CLASSIFICATION				ACCT. NO.		UNIT NO.				
GENERAL MACHINERY.										
ACCOUNTING RECORD					LOCATION AND TRANSFER					
REFERENCE		DATE		DATE		DATE		DATE		
DATE PURCHASED		EST. LIFE		EST. RATE		EST. RATE		EST. RATE		
REPLACEMENT LIFE		TR. ADJUSTMENT DATE		TR. ADJUSTMENT DATE		TR. ADJUSTMENT DATE		TR. ADJUSTMENT DATE		
FUNCTION		FLOOR SPACE		FLOOR SPACE		FLOOR SPACE		FLOOR SPACE		
A.B.C. MACHINERY CO. PRESS.										
1 class #621 model #PL-43 pant leg, foot operated, steam in head press										
Freight and installation										
					COST OF REPRODUCTION		SOL %		BOOK VALUE	
					\$790.00					
					75.00					
					\$865.00		10		\$778.50	

total assets in the average plant are so expensed.

3. Many items of equipment shown on the books are no longer in the plants. This applies especially to the larger plants. Items are often sold or scrapped and the costs never cleaned from the books because the accounting department was never notified. In some instances, the property records are incomplete and the original costs cannot be determined to make the write-off.

4. Book records reflect the actual

costs. Frequently this includes excess costs due to overtime for labor and premiums paid for material which do not represent a normal replacement cost. Sometimes it works the other way around, and secondhand machinery may have been purchased at bargain prices. Costs, whether abnormally high or low, still represent the acquisition costs, which are not the normal replacement costs insurance values are based on.

5. Book costs may show cost of remodeling a building, but will not show the value of the portion of the

building torn down. Therefore, we find book costs are frequently misleading.

6. Under most insurance policies, certain portions of the property, such as excavations, footings, etc., are specifically excluded from coverage. Book values do not show the exact figure of these exclusions.

7. Book value will not give the proper segregation for rate purposes; that is, on types of construction, etc. Many property records do not show the machinery's exact location and in what type of building a specific fire rate is placed.

8. Many machines may be completely written off the books accounting-wise. Yet these machines are in good working order and have a very substantial value for insurance purposes. We find book records cannot be relied upon to reflect the correct utility and condition of the property to be insured.

From these reasons (and there are others), you can see that book records cannot be adjusted for insurance values.

Some insurance buyers have their contractors give them the replacement value of their buildings. If a contractor were to give an accurate report on a building's cost of reproduction, he

(Continued on page 48)

PROPERTY RECORD										
CLASSIFICATION				ACCT. NO.		UNIT NO.				
GENERAL MACHINERY.										
ACCOUNTING RECORD					LOCATION AND TRANSFER					
REFERENCE		DATE		DATE		DATE		DATE		
DATE PURCHASED		EST. LIFE		EST. RATE		EST. RATE		EST. RATE		
REPLACEMENT LIFE		TR. ADJUSTMENT DATE		TR. ADJUSTMENT DATE		TR. ADJUSTMENT DATE		TR. ADJUSTMENT DATE		
FUNCTION		FLOOR SPACE		FLOOR SPACE		FLOOR SPACE		FLOOR SPACE		
A.B.C. MACHINERY CO. DRYCLEANING UNIT.										
1 class #214 also model #D drycleaning unit comprising:										
1 model #D auto, washer-extractor size 48x24"										
1 model #D.C.P. clarifier, 16 leaves										
1 model #D.C.P. auto. strip dewatering unit										
1 model #D.C.P. auto tumbler										
Wiring										
Freight and installation										
					COST OF REPRODUCTION		SOL %		BOOK VALUE	
					\$9,965.00					
					60.00					
					150.00					
					\$10,175.00		10		\$9,157.50	

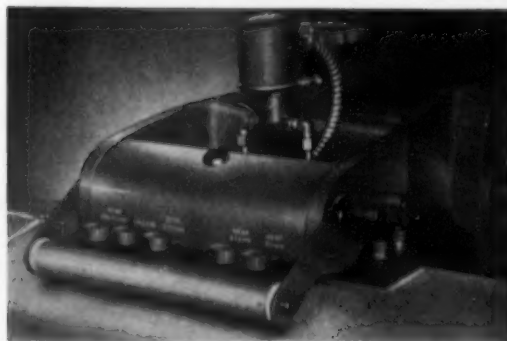
PROPERTY RECORD										
CLASSIFICATION				ACCT. NO.		UNIT NO.				
CONSTRUCTION.										
ACCOUNTING RECORD					LOCATION AND TRANSFER					
REFERENCE		DATE		DATE		DATE		DATE		
DATE PURCHASED		EST. LIFE		EST. RATE		EST. RATE		EST. RATE		
REPLACEMENT LIFE		TR. ADJUSTMENT DATE		TR. ADJUSTMENT DATE		TR. ADJUSTMENT DATE		TR. ADJUSTMENT DATE		
FUNCTION		FLOOR SPACE		FLOOR SPACE		FLOOR SPACE		FLOOR SPACE		
Excavation - - - - -					5675.00				\$5675.00	
Foundations - - - - -					1,175.00				1,175.00	
Roofing - - - - -					1,960.00				1,960.00	
Iron Construction - - - - -					1,415.00				1,415.00	
Wood Construction - - - - -					1,185.00				1,185.00	
Windows and Doors - - - - -					1,210.00				1,210.00	
Sheet Metal Work - - - - -					225.00				225.00	
Roofing - - - - -					540.00				540.00	
Painting - - - - -					222.00				222.00	
Totals, Construction, Building #2 - - - - -					\$15,706.00				\$15,157.00	
DESCRIPTION.										
General Dimensions--44'8"x60'3".										
Number of Stories--Two.										
Height--First story, 12'6"; second story, 12' to ceiling, 16' to roof.										
Foundations--Substitutions.										
Construction--13" brick outside walls, concrete floor, 24x12" I reinforcing beams, 1" I lintels, part 8" columns, 12x12" and 8x8" pine posts, 12x14" and 12x12" pine joists, 1" maple second floor, 1" pine sub-floor, 3x12" joists, 1" 4x4" span pine roof trusses, 1" 2" 6" pine ceiling and wall lining second story, 16" ceiling joists and rafters, 1" pine roof sheathing, double hung pine window, lead and oil and all white painting exterior walls and ceiling.										
Roofing--Shed and gravel.										
Designation--Dry Cleaning Building.										
REPRODUCTION					BOOK VALUE					
REPRODUCTION					BOOK VALUE					

THESE AND THE OTHER ILLUSTRATIONS accompanying this article are pages from typical building and equipment appraisals

for quality pressing

choose

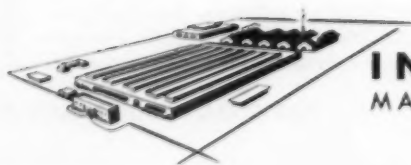
IMCO-MATIC MUSHROOM PRESSES



This Mushroom Press features the famous IMCO-MATIC controls which give it simple and fast operation for maximum production.

Here's the compact, sturdy IMCO-MATIC Mushroom Press that gives you top quality work with more production and greater operating economy. No installation is complete without this press. It's the ideal machine for coats, collars, trousers and pleated garments. IMCO-MATIC controls are featured for less operator fatigue with better quality finish and faster production.

For complete information on this outstanding IMCO-MATIC Mushroom Press write direct, or contact your nearest IMCO Distributor today.



INTERCONTINENTAL
MANUFACTURING COMPANY, INC.

GARLAND, DALLAS COUNTY, TEXAS



PROPERTY RECORD									
CLASSIFICATION		GENERAL MACHINERY.			ACCT. NO.		UNIT NO.		
ACCOUNTING RECORD					LOCATION AND TRANSFERS				
REFERENCE	DATE PURCHASED	EST. LIFE	YRS.	DATE	1955				
REMAINING LIFE	YRS.	ANNUAL RATE	%	FLOOR					
FUNCTION				DEPT.	R-100				
FLOOR SPACE									
DESCRIPTION					COST OF REPRODUCTION		DEPR. %	SOUND VALUATION	
A.B.C. MACHINERY CO. BOILER.									
1 Abco 16-tube 10x32" gas fired boiler					\$180.00				
Freight and installation					40.00				

					\$220.00		10	\$198.00	

(Continued from page 46)

would have to make detailed reports, showing lists of materials used in the construction of the building—concrete, steelwork, lumber, cut stone, doors, windows, millwork, roofing, sheet metal work, plastering, etc.

He would also have to list the building items; that is, elevators, sprinkler systems, lighting, plumbing, etc. The contractor would have to determine the proper depreciation to be taken on each section and part of the building. He would have to read and understand the policies for the exclusions. *Most contractor appraisals are merely "opinion appraisals" and are not supported by detail analysis. They therefore carry little weight with insurance adjusters.*

Some insurance buyers declare they can estimate their building construction by using a "square foot" or "cube foot" unit of measure to figure the replacement value. There are many dangers in using a square-foot or cube-foot short-cut method.

For example: If you have a one-story building, 30 by 30 feet and 10 feet high, and you have another building with the identical construction, except that it is 10 by 90 feet and also 10 feet high, each of these two buildings has 900 square feet or 9,000 cubic feet. Yet there is 66 percent more material in the wall of the second building. This one point, alone, would completely upset your calculation as to a square-foot or a cube-foot unit of cost.

Shape and size are only two of the many pitfalls in using this short-cut method. *No two buildings are alike.* Labor rates in New York City are different from those in Stanton, Kentucky. A square-foot or cube-foot system cannot give you this difference. The use of a square- or cube-foot estimate as a substitute for an appraisal, based on the actual prevailing labor and material costs, may penalize you with too much insurance, insufficient insurance, or delayed settlements due to inadequate proof of values.

Other insurance buyers have stated they got their insurance company's engineer or state agent to give them their estimates of value. The same comments made regarding the contractor's estimates apply to insurance company engineers. While insurance companies and brokers sometimes furnish "free" appraisals as a basis for approximating the amount of insurance coverage, *they accept no responsibility for such valuations or for settling losses.* This is fully stated on page one of the so-called "free" appraisals.

In summing up all these points, doesn't it seem logical that book values, price trends, short-cut square- or cubic-foot units of value, insurance company's or contractor's estimates are wholly unreliable? For insurance purposes, you should have a good, detailed appraisal by a competent appraisal company.

A detailed appraisal report provides:

1. The insurable value.
2. Detailed, classified property facts which assist in preparing the form.
3. Determination of the value of exclusions.
4. The allocation of insurable values so that specific coinsurance percentage may be safely used.
5. Immediate, available proof of loss in the event of fire.

In addition to determining *sound insurable value*, an appraisal can be used for financial and legal uses, as well as setting up a property control for accounting purposes.

Your appraisal showing the actual cash value or fair market value will be useful when issuing the stockholders' report. Stockholders have every right to know the fair market value or actual cash value of the business which they partly own.

To a lending institution, knowing the actual cash value of a plant and its physical components is vital. Obviously, the lender is interested in the value of the collateral offered, as of the date the loan is applied for.

There are more than 27 standard uses for a good, detailed, factual appraisal. Only a few of them have been covered in this article. A good appraisal will more than justify the fee and you, as the plant executive or owner, will benefit greatly. # #

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Service help drycleaners every-
where to greater profits through
smoother, more efficient plant
production and top-quality work-
manship. Ask your nearest Stod-
Sol distributor for details.



140-F.

PRODUCERS



REFINERS

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BRANCH OFFICES IN ALL PRINCIPAL CITIES

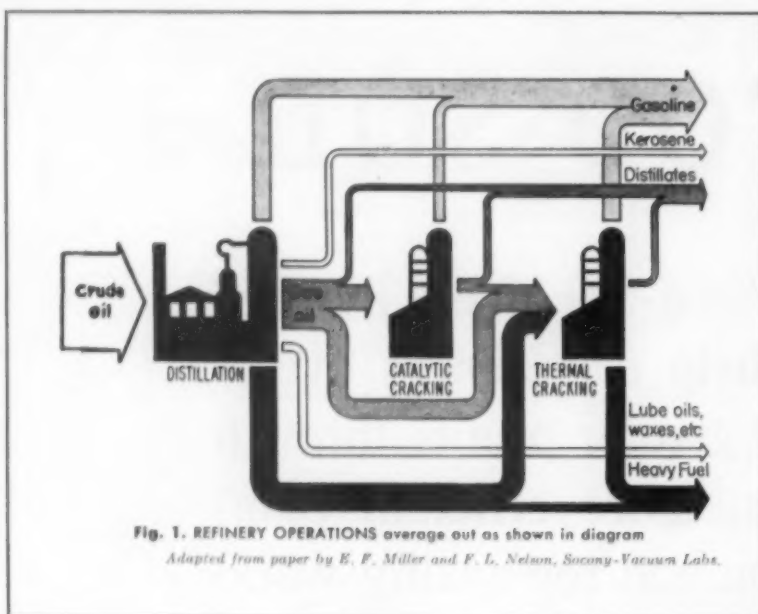


Fig. 1. REFINERY OPERATIONS average out as shown in diagram

Adapted from paper by E. F. Miller and F. L. Nelson, Socony-Vacuum Labs.

The Role of Fuel-Oil Additives

What they are, how to use them
for efficient boiler operation

By JOSEPH C. McCABE

TODAY'S HEAVY OILS, according to engineers and plant operators, are not what they used to be. Some of this is just old-fashioned griping, but there is more than a grain of fact to the complaint. Changes in refining methods aimed at improving yield and quality of gasoline and light fuel oils have made the by-product heavy oils generally less easy to use than the straight-run residuals of years past.

Treatment of fuel oils gets more important every day. It's important because proper use of the right additives can ease many heavy-fuel difficulties. Back in 1920 about 42 percent of each barrel of crude wound up as residual fuel. Now the percentage is

down around 18 and will probably keep getting slowly smaller (Fig. 1). This residual fuel is in pretty good shape when it leaves the refinery, but the changes that have pulled down the percentage of residual have also tended to alter its chemical makeup so that it deteriorates more easily under normal storage and handling. Resulting sludges often foul storage tanks and lines, block strainers and preheaters, may cause burner fluctuations, smoky combustion, excessive soot, loss of capacity, higher fuel-oil consumption.

Early refining consisted mainly of distillation, which merely separates the crude oil into its natural com-

pounds. Today's economics dictate the production of residu (the leftovers after refining) that are more viscous than formerly. Blends of such residu with distillate cutter stock may be unstable because these different oils are not always mutually soluble or compatible with each other.

Formation of Sludge

High temperatures and pressures in cracking some oils may produce heavy asphaltic compounds. If the residual isn't cut back, these remain suspended. But when it's thinned with distillate, the heavy materials sink slowly to the bottom of the tank. All these substances dropping out or separating from the oil, mixed with water and normal sediment, form a complex sludge.

One factor frequently overlooked in employing No. 5 and 6 oils is height of suction above the tank bottom—often 6 to 18 inches. Oil below that level is never pumped. Water from condensation or contamination falls from the top and sides of the tank and, since it's heavier than oil, it sinks slowly, carrying down sediment and some of the floating compounds. If the contents were taken from the bottom of the tank often, the slow normal accumulation of sludge would be picked up as formed. That's why some use two suctions—high and low.

The formation of sludge is hastened and increased in storage by excessive heating moisture, air pulled in by pumps.

Sludge is thus a complex mixture of water and insolubles resulting from oxidation, decomposition and polymerization of the oil hydrocarbons. From one point of view, most of these compounds are OK—they will burn. But they give trouble because they're not miscible with oil.

Characteristics of Sludge

Chemical composition is practically the same in all sludges—compounds of carbon and hydrogen with a little sulfur, oxygen and nitrogen. Variations in percentages of carbon, hydrogen, oxygen and sulfur, and how they're joined, cause differences in sludge appearance and characteristics.

Almost all sludges are emulsions, which complicates the problem of handling and treating residu. There are two types of emulsions: water-in-oil and oil-in-water.

A water-in-oil emulsion is one in which globules of water are surrounded by an external phase of oil—the oil or sludge is outside the water. This makes it easier to attack with oil-soluble treating agents, since it isn't necessary to penetrate the water,



Patent Applied For

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THIS NEW
VALVE**

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smooth operation**



CISSELL LOW-BOY STEAM-ELECTRIC IRON

with electric thumb switch

Available in 3, 6, 8, or 10 lb. weights.

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**No steam assembly is better than its
valve**—Now, the low assembly is perfected, as Cissell engi-

neers have applied their famous "valve construction know-how." Here's another exclusive for Cissell in solenoid valve design. It's simple . . . it's packless . . . it's modern invention. Steam-Heated Chamber built into valve converts water of condensation into steam . . . keeps upright hose clear of water . . . provides dry steam. Thus, water is converted into steam **IN THE VALVE** before it reaches iron. This is what it takes to give you steam-iron operation at its best.

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as would be the case if the water were outside, as in an oil-in-water emulsion. The type of emulsion determines the chemicals to be used and the results. Fortunately, most sludges and oil-tank emulsions are the water-in-oil type.

Emulsifiers are usually complex chemicals, some oil-soluble, some water-soluble, some soluble in both. They decrease the interfacial tension between water and sludge. Because the repelling force between water and sludge is lessened, these two materials get closer together. Emulsifiers also pick up some free water, making more emulsion.

Emulsifiers disperse water and sludge into the oil in a finely divided condition. When water is thus dispersed throughout the oil it doesn't adversely affect flame and combustion appreciably, although the flame may show some sparking.

How much water can be picked up and emulsified by additives? The answer depends on two factors: type of additive and dosage. Most additives will handle water from condensation within the tank and the usual small quantity in the oil as delivered. If

the amount of water mixed with the oil is large, treat with an additive having demulsifying properties or heat the tank, allow to settle and draw off the water. As a last resort, pump out, replace with good oil.

A demulsifier separates water from oil; water sinks to the bottom to be pumped out or drained.

Besides emulsions, other contaminants are present in typical sludges. While part of the water may enter into an emulsion, some may remain in a free separate state as a layer adjacent to the heavy sludge deposit. Another impurity is inorganic material. This slowly settles to the storage-tank bottom if oil remains in storage for any length of time. There are also impurities such as tank scale or rust, sand, stones, bits of wood and rags, and sometimes catalyst from the cracking towers. Fuel-oil additives can dissolve or disperse most of the sludge but not the "sticks and stones." They must be cleaned out manually.

A sample from the bottom of a residual storage tank contained 14 percent oil mixed with sludge and water, 48 percent water in a free state and emulsified with oil and sludge, 38 percent compounds insoluble even in benzol. This 38 percent, in turn, analyzed as follows:

Carbon	53.70 percent
Hydrogen	5.90 percent
Sulphur	2.61 percent
Nitrogen	2.12 percent
Oxygen	2.90 percent
Ash	32.70 percent

In combination, the carbon, hydrogen, oxygen, sulfur and nitrogen form the organic sludge. The ash—inorganic compounds that can't be eliminated readily—amounted to 12.4 percent of the total sludge. This is a large percentage, but the 2,500-barrel tank was badly rusted and much tank scale dropped in the oil.

Ash composition included iron, sodium, aluminum, calcium, silicon, lead, magnesium, titanium, copper, barium, chromium, tin, manganese, cobalt, bismuth, vanadium, nickel, antimony, zinc, molybdenum and arsenic, in that order.

Function of Additives

What can be done to cure these headaches? Just what can an additive do? What's in a typical additive? How should it be used? When, and in what quantities?

Any experienced operator can see and "feel" the benefits of an additive. With a good one at work, sludge doesn't build up in tanks, lines, strainers. Carbon on burner tips and cups is less likely. You can hold output with a smaller and more constant flame.

Better atomization produces more complete combustion, and automatically results in improved heat transfer. The amount of combustible in soot is lowered. In one test, proper use of an additive reduced combustible in soot from 82 to 18 percent in one week.

What's needed to get such benefits? To start with, a good additive should be (1) easily applied in uniform doses, without complicated equipment; (2) free of offensive odor, either by itself or in use; (3) non-corrosive, nonexplosive and nontoxic; (4) gradual in its dispersing action—if it works too fast, pipes and strainers clog. And it should be (5) soluble or miscible in all grades of fuel oil; (6) stable, by itself and when added to fuel oils; (7) burnable but not so volatile as to evaporate from the fuel oil.

In addition, a good additive should be able to (8) emulsify water formed by condensation; (9) inhibit sludge formation. Finally, (10) a high specific gravity is necessary so the additive won't float, but will penetrate. It goes without saying that it must be possible to produce an additive with all these qualities at a price low enough to make its use profitable.

Types of Additives

Two basic types of additives are compounded of an active material in a carrier, or entirely of active material. The carrier type is often intended only for emulsifying water or dispersing sludge. Active material is usually a heavy viscous substance that's hard to handle by itself, so it's mixed with light solvents.

Additives consisting entirely of active material usually have two to five different ingredients, each with definite functions. Solvents, for example, dissolve sludge compounds and may also help prevent sludge formation. Solvents also carry the other ingredients making up the complete treatment formula.

Surface-active agents are another kind of ingredient in additives. Between one liquid and another, or between a liquid and a solid, the molecules supply a certain tension or attraction. At the surface of a liquid, this molecular attraction is mostly inward—we know it as surface tension. Where liquids, or a liquid and a solid, meet, it's called interfacial tension. Surface-active materials, which alter surface or interfacial tensions, are used in small amounts—normally only 10 to 30 percent of the total additive.

Generally speaking, there are four classes of surface-actives:

Emulsifying agents form emulsions

How To Test Additives

The only conclusive test of an additive is actual use in your plant. Too often, superficial tests build up hopes not warranted by later results. For example, putting some sludge on a dish and applying additive to show how it "dissolves" the sludge means little. In such a setup, the amount of additive is many times greater than under practical conditions. And the "sludge" may actually be No. 6 fuel oil, which is a lot easier to dissolve than sludge. This kind of test has value only for limited comparative purposes: to show the speed and completeness of action offered by different additives working on the same sludge, under the same conditions.

So, to find out how good an additive is, use it. Normally you need to apply a drum of the material before you can draw any satisfactory conclusion on benefits. Such an extended on-the-job trial is the only conclusive test.

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**CONTROLLED
MOISTURE
DRYCLEANING**

and **CALED** will give you the **BEST** either way

Super C
METHOD

THE COMPLETELY NEW AND DIFFERENT DRY SOAP

For the first time you now have available a drycleaning method that requires absolutely no moisture, yet produces superior cleaning. With a 2% charge of Super C, you'll get pass-ups, fewer wetcleans, easier finishing than with many moisture cleaning processes . . . big advantages in every department.

(1) No classification needed—take garments as they come; run them together without linting, static build-up. (2) No extraction wrinkles, even at high speed. Solvent saved almost pays for soap because you extract long enough. (3) Easy spotting—Super C spotting is easiest, for you have no rings or soil to spread. (4) Faster pressing because Super C doesn't leave moisture wrinkles or disturb sizings. All these advantages *plus* a better looking garment to deliver.

We help you merchandise your Super C cleaning. Write for descriptive literature and details of how to get NEW Super C Merchandising Kit.



**CAL'S
CHARGE**

THE SOAP WITH **BUILT-IN MOISTURE CONTROL**

For those who prefer a moisture system, you can't beat Cal's Charge. You get better cleaning with only 1½%! Also, no moisture is carried by the soap from load to load . . . **THERE IS NO MOISTURE BUILD-UP** in your solvent to upset moisture balance and necessitate expensive control equipment or constant checking. You can be sure that *all* water goes out with the clothes—you have *dry charge* left for *dry loads*. Soft woollens, whites, sweaters, flannels and overcoats are cleaned on the charge alone . . . no wet stock necessary. And, you get the highest percentage of pass-ups possible without undue wrinkling, felting or shrinkage.

Remember, you charge with far less Cal's Charge . . . 1½% is enough. Test it on Monday, test it on Friday . . . the same percentage remains in the solvent where it belongs.

Order Cal's Charge from your Jobber today . . . let us prove what we say!



CALED

PRODUCTS CO., INC.
BRENTWOOD, MARYLAND

between two liquids that aren't soluble or miscible in each other. Dispersing agents "float" solids in liquids. This spreads part of the sludge in the good oil, which carries it through the system in suspension. Penetrating agents assist the passage of treatment liquid through the fuel oil, and of emulsions into the mass of sludge. Wetting agents increase and improve the spreading qualities of a liquid over a surface that exhibits a repelling tension or force.

Designed to counteract the effects of combustion products such as sulfur dioxide and trioxide, anti-corrosive agents are generally alkaline to neutralize any acids formed with moisture in flue gas. Their effectiveness is questionable.

Soot eliminators are compounds intended to lower soot ignition temperature so that it can be burned away. They're usually metallic salts, with copper salts frequently used. It's apt to take a lot to produce noticeable results. Good combustion remains the best way to insure clean boiler surfaces and flues.

Rust inhibitors are sometimes included in additives, even though some ingredients, like surface-active agents, have rust-inhibiting tendencies. For example, emulsifying water as soon as it's formed helps to keep down rusting.

How To Apply Additives

How to apply additives depends on whether you're starting with a system that's badly fouled, or whether you're making routine application to a clean system that you want to keep clean.

Badly fouled systems, where sludge has built up heavily, are usually pumped out to sludge level. Then add the supplier's recommended dose to treat sludge only, usually about one gallon of additive to 500 gallons of sludge.

The next step in the procedure is to fill the tank with fresh oil carrying the regular dosage of additive as an inhibitor. This mixture should be allowed to settle, giving time enough for the treatment to disperse the sludge. Where sludge accumulation is large, the action is a sort of "wearing away." As additive is introduced in each delivery of oil, it slowly works away at the sludge pileup.

Agitation is important to help break up the sludge mass so the additive can get through insoluble substances. These may have formed a layer on top of the sludge that could keep the additive from getting anywhere. In most installations, agitation comes about naturally—by pumping of new oil into the tank, convection currents

Four Simple Tests To Aid Selection

1. Place a few drops of additive on a dish. If it evaporates in a few hours, it's too volatile.

2. Cover a sample of fuel oil with additive. After 30 minutes, turn the dish sideways so the liquid can drain off. After it has drained, there should be no lumps or heavy oil remaining on the dish. If the additive can't dissolve fuel oil completely, it won't get very far with real sludge.

3. Start again with fuel oil covered with additive, but add a drop of water after 30 minutes. If it sinks out of sight or floats on the surface, the additives won't emulsify the water in a tank. If the water drop breaks up and is mixed with the oil and additive, the treatment probably has an emulsifier. That's good.

4. Mix two ounces of kerosene or light No. 2 fuel oil with two or three drops of additive in a test tube. Then add a few drops of water and shake. If the water breaks into small droplets, creating a cloudy solution, or sinks to the bottom of the test tube where it forms a single mass and then develops a white cast, an emulsifier is probably present. Because of absorption of water into the mixture, the color may disappear after standing. If the solution remains clear after shaking, or if there are individual drops on the bottom of the test tube, the emulsifying action of the additive probably isn't very strong.

from heating, action of oil returning from burners.

Larger doses than usually recommended may give faster results, but watch out—too much additive can disperse too much sludge, blocking strainers, etc.

It takes a long time to accumulate sludge and it may take weeks to really get rid of it. But the regular use of an additive in purgative quantities eventually does the job. Then routine

smaller doses should keep the tank bottom clean unless you get stuck with some unusually bad fuel.

For most normal conditions, a quart of additive to 1,000 gallons of fuel oil should be enough, but exact quantities vary from one make to another.

The usual routine calls for pouring additive into the tank before pumping in a fresh delivery of fuel oil. The resulting agitation distributes the additive better. If possible, the tank should be heated. This thins the oil, promotes contact between the oil and the additive, and makes it easier for the additive to reach any accumulated sludge.

It's pointless to buy additive, then not apply it until trouble shows up. You're tempted to add treatment in large doses, hoping that will cure the headaches quickly. Instead, you may only make things worse. The sensible scheme is to clear your fuel-oil system of sludge gradually and then use a routine application of additive to keep it that way.

When you're using fuel oil treated with additive, you'll probably want to make some adjustments to burners and preheater setup. Air-fuel ratios often need changing and sometimes atomizing pressure may be reduced somewhat.

A good additive, properly applied, cures many troubles caused by sludge formation. But no treatment can make up for a bad equipment setup or faulty operation—poor burner adjustment, wrong preheat temperature, tank temperature too low for good pumping, dirty heating surfaces, etc. No additive can do much of a job unless it's applied right. And even then it can't do anything about the "sticks and stones"—it can't get rid of foreign materials, such as tank rust, lint or rags.

Buying additives can't be reduced to exact rules. As outlined above, some simple tests can be a help in preliminary checking. And, as in any kind of buying, you should give plenty of weight to the reputation of the manufacturer or supplier. Insights on this are often revealed by the way the product is sold. Beware of the "high-pressure" approach and the fast-talking salesman who paints a rosy picture of what his additive does without being specific about how it does the job. Representatives of reliable additive organizations know the technical in's and out's of their products, can advise on best procedures for application, and recommend system changes for better results.

Remember, the final test of any fuel-oil additive is what it actually accomplishes in your plant under your operating conditions and with your fuel. # #

BIGGER *capacity*

dries FASTER



● Among all dryers on the market, the big, dependable "work-horse" is the HUEBSCH "42." It is 42" in diameter and 42" in depth... and its huge capacity (80 to 100 pounds dry weight) doubles the capacity and output of a conventional 36" x 30" tumbler! The HUEBSCH "42" provides faster, more efficient drying at amazingly low original, operating and maintenance costs. Operates with very little steam and little electricity (it uses only a 1½-HP motor). If you have a large-volume drying problem (as most plants do these days) get the facts on the HUEBSCH "42." You'll be glad you did!

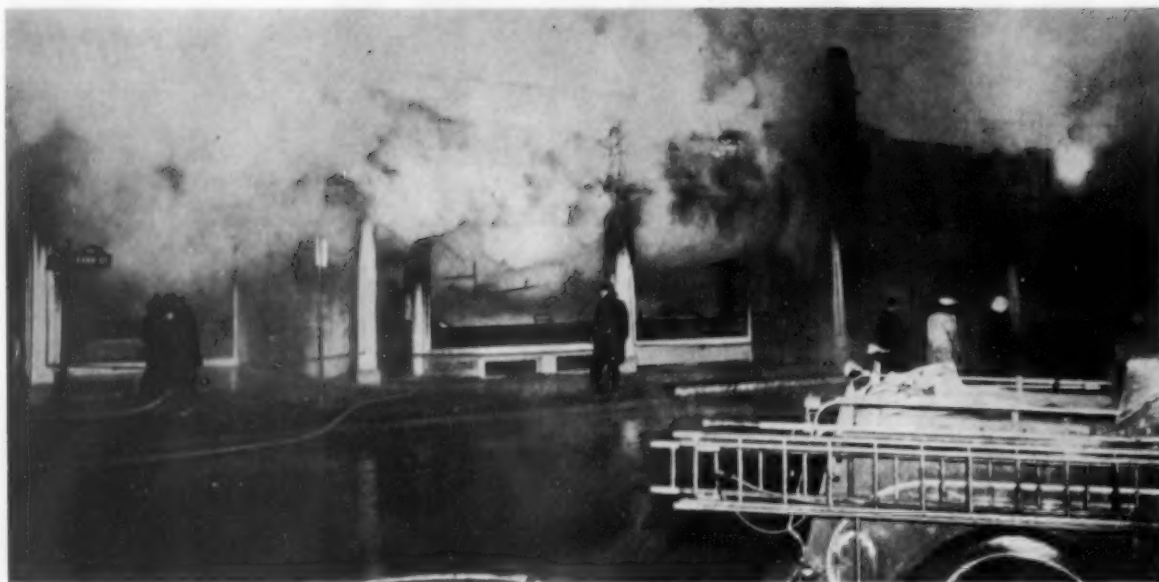
HUEBSCH MANUFACTURING CO.
3775 N. HOLTON STREET
MILWAUKEE 1, WISCONSIN

Made by the world's largest manufacturer of open-end drying tumblers

HUEBSCH "42"

OPEN-END TUMBLER

From fire and destruction



. . . . to greater efficiency, sales



NEW PLANT was formerly bus terminal. Upper floor at front is actually mezzanine, used for offices. Trucks unload at front door, load at rear

They Closed for 11 Weeks

"SWEET ARE the uses of adversity," said Shakespeare, and there's a plant-owner in Bangor, Maine, who will gladly second the motion. Arthur Caputo, operator of Modern Cleaners, now has one of the nicest (and busiest) plants in the state. Two years ago, on August 11, 1953, to be exact, he had a fire which ruined his plant and burned up the customers' garments.

Fortunately, there was a bailee pol-

By PHIL GREENE

icy which completely satisfied customers' claims. Unfortunately, Mr. Caputo had recently cancelled his business interruption insurance, and had neglected to insure his equipment for anything near its replacement value. He collected \$31,000 on his plant insurance, and managed to salvage his boiler, two tumblers, a laundry wheel and an extractor.

Everybody sympathized, especially his customers. But there was no cleaning capacity available in the city by which he could continue his service. He figured that his savings, along with the insurance, would give him enough to retire on, and was at the point of going out of business permanently when a man came up with an offer. A modern, fireproof building that had been a bus terminal was for sale. As the building seemed almost



*afternoon dress by Hannah Troy . . .
cleaned (naturally) in DOW-PER*



successful synthetic drycleaners share a secret . . . DOW-PER

Are you in on the *secret* . . . do you have the *word*?
It's DOW-PER®, naturally . . . the *stabilized*
perchloroethylene used in far more drycleaning plants
than any other synthetic solvent sold.

Cleaners and customers now *expect the difference* this
deep-cleaning yet gentle-acting solvent makes.
Garments come fresher and brighter . . . and cause less
extra work, as your spotter can tell you.

The *extra benefits* you gain through association with
specialized DOW-PER distributors are common
knowledge now, too. There's nothing in the industry to
match the problem-solving *technical assistance* and
other helpful services your interested DOW-PER
distributor makes immediately available.

Be sure to insist on DOW-PER when you place your
next solvent order. Remember—you're assured of
constant supply when you specify DOW-PER, the *only*
perchloroethylene made by a multiplant producer . . .
and Dow is one of the leading manufacturers of
chlorine, a basic perchloroethylene ingredient.
THE DOW CHEMICAL COMPANY, Midland, Michigan.

you can depend on

DOW SOLVENTS

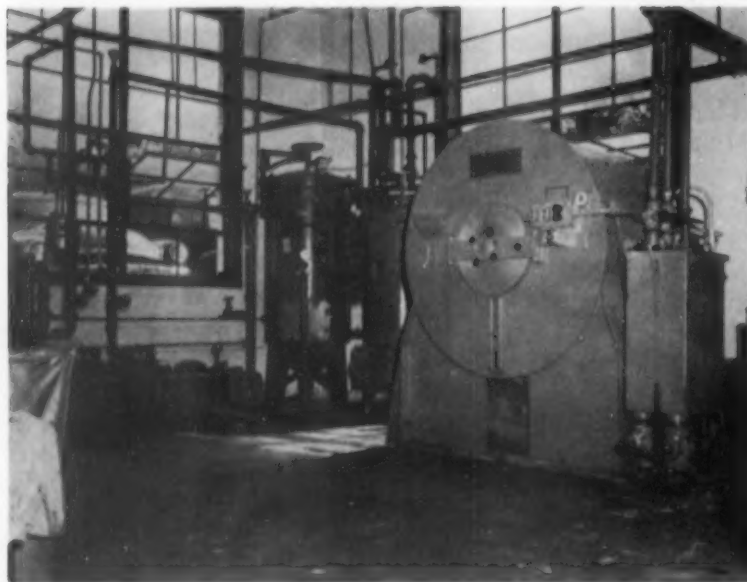




▲ **HEALTHY STATE OF PLANT'S** current volume is indicated by pants waiting to be finished. Arthur Caputo stands at rear

ASSEMBLY SETUP includes a ► split rail for store work and a separate modified split rail for routes. Store and route marking is also handled separately

LARGE-CAPACITY washer has greatly improved cleaning efficiency and quality. Modern is on two-bath charge systems ▼



made to order, he decided to buy it.

Modern's customers wanted to know what he was going to do. Mr. Caputo told them that he was setting up a new plant, and that he would be back in business as soon as possible.

It took 11 weeks to remodel the new building and install equipment and fixtures. From a production point of view, the postfire setup was a vast improvement over the old one—more space, a good layout on one floor, washer-extractor equipment, a new shirt unit, air presses. Mr. Caputo had been lucky in keeping his staff practi-

cally intact. Men employees had been kept busy in helping to set up the new plant. Most of the women workers preferred to wait out the interim rather than find new jobs.

The big question was volume. The plant had been closed during the fall peak, and its customers had had plenty of time to get used to other cleaners.

When everything was set, an open house with substantial prizes was set for a Saturday afternoon. About 5,000 people showed up, which must break some kind of a record for half-day open houses in Bangor.

The volume question was settled when enough work came in during the first couple of days to swamp the plant for three weeks! Everybody worked six days a week until 10 at night getting caught up.

Since the opening, sales have made excellent progress. Before the fire the

(Continued on page 62)

new

advanced-design

HOFFMAN spotting board

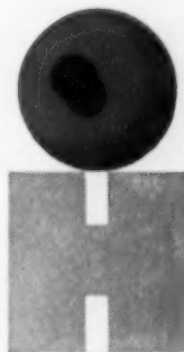


IMMEDIATE DELIVERY

Immediate choice of wet or dry steam, selected through a patented mono-dual valve—up-steam from the board—vacuum drying for all—and all stainless steel work surface that's easier to keep clean and more satisfying to work with . . . the accomplished spotter will LIKE all these advantages of the new HOFFMAN spotting board—the beginner will LOVE them.

And in addition, this new HOFFMAN board is available with all hand controls, pushbuttons mounted on the handle of the gun . . . eliminating pedals completely, and the need for constant changing of the operator's position. Lets your spotter work fast and better—with less fatigue.

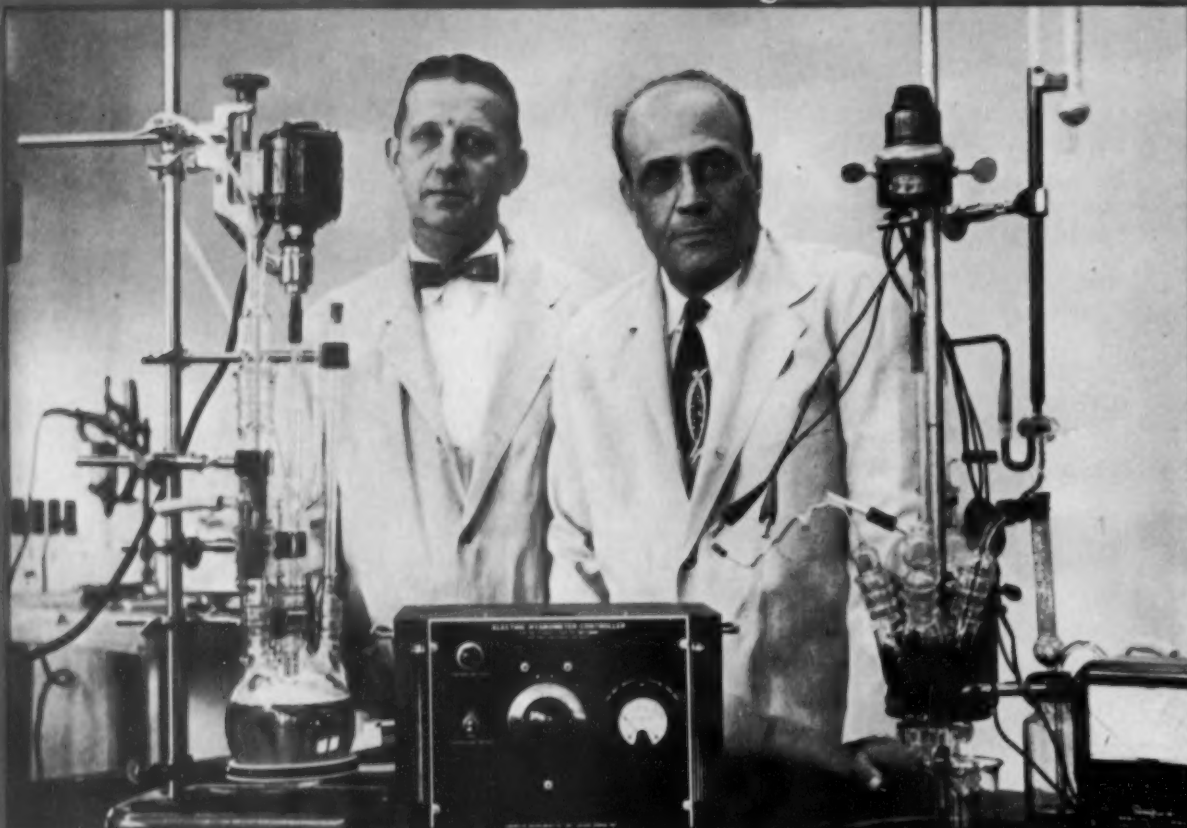
This latest HOFFMAN spotting board is just arriving at your HOFFMAN dealers. Ask him about its new features and improvements—or write



U.S. HOFFMAN MACHINERY CORPORATION

105 FOURTH AVENUE, NEW YORK 3, N. Y.

WATER-WHITE



TWO OF ADCO'S TOP CHEMISTS — Dr. J. C. Alexander, Director of Research at Adco, for seven years with National Institute of Dry Cleaning, Silver Springs, Md. and Alexander Fabry for 28 years, Chief Chemist at Adco.

From Adco research comes dry cleaning's newest achievement, to help you create more economically, even more beautiful dry cleaning!

new water-white

TRIPLE-X DRI-SHEEN

You expect more from "Adco"... and get it!

& WONDERFUL

If your charged solvent is dark-

YOU ARE USING AN OBSOLETE CHARGE SOAP!

1. It is no longer necessary to have dark solvent with the charge system when Adco's Triple-X Dri-Sheen is used. **IT IS NOW POSSIBLE TO MAINTAIN CLEAR, PRACTICALLY WATER WHITE SOLVENT EVEN WITH A 4% CHARGE!**
2. Why this is possible.

- A. Triple-X is the color of honey, and in a 4% charge is practically water white! No dark, old type bases used to blacken your solvent. In addition having water white charged solvent allows your dry-cleaner to accurately tell even in a 4% charge when all the dirt has been removed and the load is cleared up. Also in case of discoloration due to fugitive dyes you can immediately detect it and do something about it.
- B. Triple-X only very slightly affected by Darco or sweetener powders due to its complete solubility. This means . . . you can maintain the light color of your original charge . . . by use of Darco and sweeteners at no increase in cost over your present operation where Darco and sweeteners remove much of your charge resulting in excessive operating costs.
- C. The use of Darco and sweeteners in your charge solution means **YOU CAN HAVE CLEAN MOISTURE IN YOUR CHARGE, MOISTURE WHICH IS NOT FULL OF DIRT AND IMPURITIES TO BE TRANSFERRED TO THE GARMENTS BEING CLEANED.** When this happens you get staying and generally poor cleaning as this **DIRTY WATER CANNOT BE RINSED OUT WITH SOLVENT**, no matter how clean your solvent may be!
- D. Maximum results with the 4% charge can only be obtained when your 4% charge is kept completely free from color and impurities! **DUE TO EXCESSIVE COSTS . . . (YOUR LOSS OF SOAP BY REMOVAL THRU USE OF DARCO AND SWEETENERS WITH OLD TYPE CHARGE SOAPS) THIS IS POSSIBLE ONLY WHEN TRIPLE-X DRI-SHEEN IS USED.**
- E. To prove the above claims we suggest you have swatch tests made on your present charge operation. Then have the Adco dry cleaning technician in your area install, at no charge until our claims are proved to your satisfaction, the Dri-Sheen process with Triple-X Dri-Sheen. Then, again have swatch tests made. The comparison will amaze you.



TRIPLE-X

**WORKS PERFECTLY IN ALL TYPES
OF AUTOMATIC RELATIVE HUM-
IDITY CONTROL INSTRUMENTS!**


Adco, INC., SEDALIA, MO., U. S. A., Manufacturing Chemists since 1908
the better the soap - the better your cleaning - the happier your customers!

SEND
FOR DYEING
GARMENTS
TO

**ALMORE
DYE HOUSE**

4412 WENTWORTH AVE., CHICAGO 9, ILL.
Leon Taichnor, President

Continuously in Business since 1919



The Dyeing Name of Undying Fame

(Continued from page 58)
annual average ran somewhere between \$80,000 and \$100,000. Last year sales hit \$114,000 and this year Mr. Caputo expects them to reach \$150,000. Shirts ran along at 1,500 a week before the fire; now they're up to 3,000.

On top of this, Modern has a contract with the Army Air Force base in town for cleaning (no spotting or

finishing) parkas, field jackets, comforters, flying suits, etc. This volume does not interfere with other work as it can be handled easily on weekends.

Mr. Caputo cites quality as the big reason for his volume increases. With his new equipment he is doing a far better job than was possible before. Thanks to the equipment and the new layout, his 27 employees can now turn out better work, faster, than could 31

people previously. Regular service is two days at a base price of \$1.25. The plant advertises only once a week in the local paper, and offers no sales or specials.

Customer goodwill is usually listed on a plant's balance sheet as \$1.00. In Modern's case, the goodwill it had been building for a quarter of a century turned out to be not only fire-proof but its most valuable asset. #

ARMY WORK is processed over weekends; contract requires only cleaning



Cissell
gives you
tumblers
with
NO-SAG
BASKETS

You want tumblers built to take punishment, day-after-day. And that's what you get from Cissell! Cissell Tumblers are specially designed to eliminate strain. On 42" x 42", ribs fastened individually at each end—no thru bolts. 2" shaft on 42" x 42"; 1 3/8" shaft on 36" x 30", 36" x 18", and "Twin". Constructed to permit quick removal of basket without disturbing drive or bearings . . . heavy ribs for extra rigidity.



Here's a basket built to take the load, without need of auxiliary supports. Consult your jobber for the complete story!

Potent Applied For

W. M. CISELL MANUFACTURING CO., INC.
831 S. First St., P. O. Box 1143, Louisville, Ky. Pacific Coast
Office: 4823 W. Jefferson Blvd., Los Angeles. Foreign Dis-
tributors: write Export Dept. Cable Code: CISELL.

Consult Your Jobber



CISSELL TUMBLERS

LAUNDRY

Double Basket "TWIN" — Single Basket 36" x 18", 36" x 30", 42" x 42"

DRYCLEANING

Single Basket 36" x 18", 36" x 30", 42" x 42"



REBUILT PLANT was pushed back 20 feet from building line to make way for drive-in customers. Building alterations have been in progress since 1952; have cost \$35,000 to date but management feels it was worth it

Rebuild or Relocate?

Experience of Pittsburgh drycleaner may help you make this important decision

WITH ALL THE TALK about drive-ins and suburban markets, the small plantowner who has to make a choice between rebuilding and relocating is faced with a difficult decision.

Konrad Pfennig of Pfennig's Cleaners & Tailors, Pittsburgh, Pennsylvania, was faced with this decision two years

By **HENRY MOZDZER**

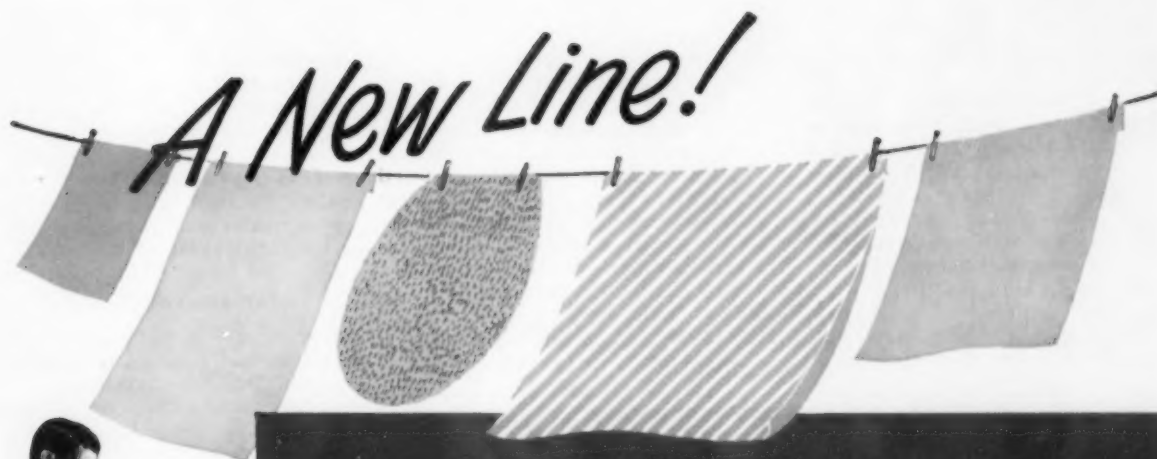
ago. Since his judgment has since proved both practical and profitable, it may be of interest to others similarly perplexed.

Mr. Pfennig has been in business for the past 20 odd-years and at his

600 Foreland Street location since 1939. It wasn't easy. Up until the outbreak of the war he and one presser, working in a 15-by-40-foot store, turned out a modest volume of \$250 of work a week. From 1942 on business gradually increased. In time, the finishing was moved to a second floor



NEW CALL OFFICE boasts the first automatic doors in the Pittsburgh area. Pfennig's is almost entirely a cash-and-carry operation



Eaton's **DIRECT COTTON DYES**

For dyeing cottons, shop rugs, draperies, shower curtains, throw rugs, etc.

If you want cotton dyes with maximum uniformity, brightness of shade, fastness to light and washing, and ease of application . . . choose Eaton's Direct Cotton Dyes.

If you want dyes that will satisfy your customers by making their older cottons useful and attractive again . . . use Eaton's Direct Cotton Dyes.

A new color card is yours for the asking. This card displays all the beautiful colors in which Eaton's Direct Cotton Dyes are available. It also includes simple, easy-to-follow directions for dyeing cottons in either kettle or washer.

Order from your distributor *today!*

All Eaton Dyes Still Available *Union, Celosilk, Neutral, Acid, and Direct.*



WHY EXPERIMENT — USE EATON PRODUCTS

EATON CHEMICAL AND DYESTUFF COMPANY



1490 Franklin St., Detroit 7, Michigan

Canadian Plants: Windsor and Toronto—McKague Chemicals Ltd., Distributors in Eastern Canada

and the 10-pound carbon tet cleaning unit was replaced by two 40-pound units operating on 140°F solvent.

By 1952, the sales had climbed to between \$500 and \$600 per week. Hopes for still greater increases, so far as Mr. Pfennig could see, would have to be met by some sort-of plant expansion. Either the old plant would have to be enlarged or the entire operation moved to new quarters.

There were good reasons why relocating might offer the best solution. The building then occupied was old and run down. Furthermore, it was located on a side street hemmed in

by private homes. And there were no parking facilities to speak of, except for a few spaces along the curb.

Mr. Pfennig wondered if it might not be wiser to move to a new location, perhaps to some busy thoroughfare between the city and the suburbs. Certainly all the recent talk was about just that type of operation.

There were, on the other hand, several equally good reasons why Mr. Pfennig was finally dissuaded.

First of all, the growth of the Pittsburgh suburbs did not seem to follow any predictable pattern. Mr. Pfennig observed that several pioneer cleaners,

drawn to these supposedly lucrative areas, had been disappointed.

Next, he was only too well aware of the fact that it took time to build up a clientele in a new location. His own experiences had proved that. Why give up his present hard-won following to take a chance on building up another? In 1952 he began a long-time expansion program which should be completed sometime this year.

Expansion Program

The first step in this program was to acquire and demolish two houses adjoining the business premises. These were later replaced by a 60-by-110-foot brick structure to house the finishing and storage departments, bringing the plant down to a one-story operation again. The original building was cut back 20 feet to line up with the addition and to provide off-the-street parking for patrons.

A new cleaning room (measuring 30 by 30 feet) was also added and equipped with the latest in petroleum cleaning equipment. This equipment includes a new two-bath, 75-pound-capacity unit with the latest type relative humidity control to maintain the RH factor at a constant level; two 40-pound and one 100-pound tumblers; a 3 hp. compressor, and a 15 hp. gas-fired boiler to supplement the 10 hp. boiler on hand. This year, the entire front of the building was refaced with light brick.

In all, the remodeling and enlarging program has cost some \$35,000 in addition to \$15,000 for new cleaning equipment. This does not include the cost of the houses torn down.

How Investment Paid

The results of all this activity have been little short of remarkable. The sales volume in 1953 jumped to approximately \$900 per week. And last year it grew another 30 percent to top \$1,200 per week.

The business is almost entirely cash-and-carry with just a \$100-a-week truck run for customers who are willing to pay 20 percent extra for delivery.

The plant now offers two-hour service at no extra charge and experiences no difficulty in providing same-day service, which is most popular with patrons. Three-day service is offered on pickup-and-delivery and when no specific request for faster service has been made.

The plant today employs a staff of 10 persons including part-time help and Mr. Pfennig is definitely happy about his decision to stay where he was and rebuild. # #



Old-Fashioned Marking Tags

*are as outdated as
marking with a....*

QUILL PEN

Today, you need

PRE-MARKED STRIP-TAGS

to multiply your profits by
cutting marking & checking costs to 50%

SAY "GOODBYE" TO:

- Transposed Numbers
- Ink - Stains - Damage
- Garment Loss Claims
- Illegible Numbers
- Eye - Strain
- Messy Pads & Machines

10-BRIGHT COLORS!

Lot (unit) Numbers
1 to 40 in each color.

**400 COLOR-NUMBER
COMBINATIONS-**

\$3⁵⁰ BOX (COLORS) \$3³⁰ BOX (WHITE)

1000 strips to the box-
6 tags to the strip
(numbered 001 to 1,000)

Also remember

TOKEN-TAGS

FOR SPECIAL INSTRUCTIONS

6 VIVID COLORS one for each department

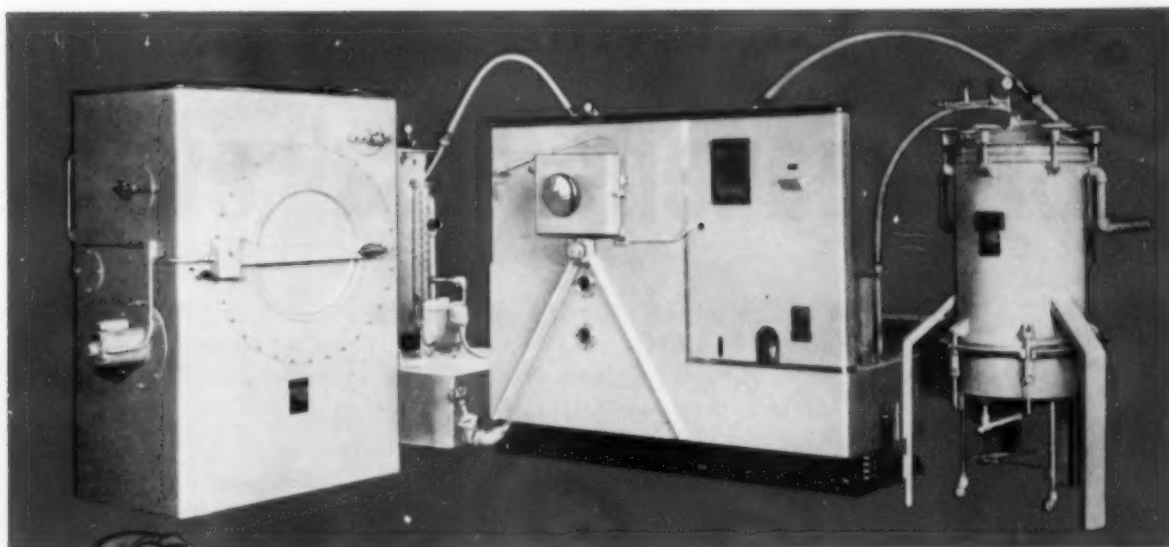
20-separate instructions

Let Token-Tags do it right, the first time

*For Best Results-
use both tags
together!*

PRE-MARKED STRIP-TAG CO.
3232 INDIA ST., P. O. BOX 2430
SAN DIEGO, CALIFORNIA

← **Consult your
distributor or
write us direct!**



**"Only the American-Pioneered
Truclor 2-bath Perchlor Unit gives you
these important advantages . . ."**

- **CONTINUOUS FILTRATION**—assures maximum nonsoluble soil removal, reduces costly spotting and wet cleaning!
- **CONTINUOUS CIRCULATION**—prevents redeposition of soil on cleaned garments!
- **CONTINUOUS DISTILLATION**—assures exceptionally pure rinse solvent, higher quality cleaning—everytime!

The American Truclor gives you 2-bath, fully-controlled, strong-soap cleaning at the *lowest investment cost* of any equipment of equal capacity! Both wash and rinse bath solvents are continuously filtered, and rinse solvent is continuously distilled! This means customer-satisfying cleaning—with greatly reduced labor and supply costs!

With the American Truclor, you can clean two classifications of work at one time. Produce up to 125 pounds of automatic, quality cleaning per hour. Use and re-use your costly solvents. Spend less time and money for wet cleaning and spotting! The American Truclor requires *no underground tanks*, no special bolting or foundation—and it's super-safe around customers and staff. Presents no fire or explosion hazard ever! Do as "Perc" says—perk up customer enthusiasm and business with a quality work producing American Truclor 2-Bath Perchlor Unit!



You can depend on your American Representative's advice in your selection of equipment from the *complete American Line*. Backed by our many years of experience in planning and equipping dry cleaning plants, he can help solve your production problems. Ask for his specialized assistance anytime . . . no obligation.

American

American Cleaners Equipment Co., Cincinnati 12, Ohio
Division of The American Laundry Machinery Company

*World's Largest,
Most Complete Line of Dry Cleaning
and Laundry Equipment*

clip and mail today!

American Cleaners Equipment Co., Cincinnati 12, Ohio

☐ Send Bulletin BB957-002 on the new TRUCLOR 2-Bath Perchlor Unit.

NAME _____
FIRM _____
ADDRESS _____
CITY _____ STATE _____

ALM 337

In Louisville . . .

Drycleaners "lost" every

How do *your* customers feel about the work you're giving them? The picture doesn't look so rosy in Louisville, Kentucky. A recent survey uncovered these facts about drycleaning . . . which follow the general pattern revealed by surveys in other major cities.

- One customer in every five switched drycleaners in 1954. *How's your customer turnover?*
- 70% of customer criticisms named graying, drab colors, odors, shrinkage and spots. *How often do you hear these complaints?*
- Each lost customer means a loss of \$121 yearly. *How much business are you losing from customer dissatisfaction?*

Keep solvent clean—with DARCO DC—and you'll keep customers

It's easy. Just use DARCO® DC activated carbon daily. You'll sweep out bleeding dyes, odors and fatty acids that cause poor cleaning. Daily DARCO treatment keeps your bath in the peak of condition . . . *prevents* troubles that can cost you money.

It's economical. DARCO is the most efficient solvent purifying agent available to drycleaners. It costs so little . . . only two-tenths of a cent per dress, or one-third of a cent per suit. It's the cheapest "customer insurance" you can buy!

Protect your profits by using DARCO regularly. Your distributor will be glad to fill your order, and to recommend the dosage that best fits your particular system. Call him today!



REG. U. S. PAT. OFF.

**Use DARCO DC activated carbon
once a day . . . every day**



fifth customer last year!



*Louisville, Ky.,
where every fifth
customer switched
drycleaners last year.*



REG. U. S. PAT. OFF.

DARCO DC IS MANUFACTURED BY
ATLAS POWDER COMPANY, Wilmington 99, Delaware
Atlas Powder Company, Canada, Ltd., Brantford, Canada

Record New York Meeting

THE LARGEST REGISTRATION in the history of the New York State Launderers and Cleaners Association was chalked up at its forty-fifth annual convention, held at the Park Sheraton Hotel, New York City, on April 28, 29 and 30.

The board of directors met at luncheon the first day and held a business meeting that afternoon. Conventioneers assembled at 4:15 for the first session for the general membership. It featured the first public appearance of Betty Best, the young lady who will appear daily commencing June first on WRCA-TV under sponsorship of the Professional Laundry Foundation. Presiding at the session was Harold C. Buckelew, president of the Foundation.

A cocktail party under the joint sponsorship of the Long Island Power Laundryowners' Association, the Suffolk-Nassau Counties Laundryowners' Board of Trade, the Westchester County Laundryowners Board of Trade and the Wholesale Laundry Board of Trade was held that evening.

The next morning started off with the annual business meeting, presided over by Association President Val E. Dayton of Amityville. Following Mr. Dayton's annual report and the reports of the various committees, the

district directors were certified and the election of officers took place. Robert W. Smith of Monroe will serve as president for the coming year, with Karl M. F. Wilke and Richard V. Whelan, both of Albany, serving as treasurer and executive secretary, respectively. In keeping with the Association's custom, Retiring President Dayton will serve as vice-president.

District directors are Paul J. Rickett, Ballston Spa; William C. Eisenhardt, Ridgewood; Joseph R. Kuhn, Buffalo; Donald S. Hall, Rochester; Nathan Leff, Newburgh; Kenneth S. Parmelee, Syracuse; Leo B. Ahern, Ilion; Milton E. Glickman, Massena; George F. Chrisman, Watkins Glen; Wesley F. Springhorn, Sr., Blue Point, and Leo F. Heithaus, Mamaroneck. Directors-at-large are Victor D. Dalgoutte, Briarcliff Manor; Harold S. Hall, Rochester; Leroy F. Heidenreich, Albany; G. E. Knowlton, Jr., Binghamton; John F. Long, Plattsburgh; William M. Smith, Gloversville, and Charles H. Parmelee, Syracuse.

G. W. Boyd of Emery Industries, president of LCATA, then spoke on the problems of sales management. He was followed by Herb Hyman, advertising manager of Consolidated Laundries Corp., and Bill Mercer of the American Institute of Laundering.



NEW PRESIDENT Robert W. Smith of Monroe (right) is introduced by AIL Director Victor D. Dalgoutte

That afternoon Vice-President Wilke presided at a session devoted to the value of group insurance programs. Speakers were Dick Reimer of the Metropolitan Life Insurance Company and Jac M. Lovell of the Safety Management Company. Jack Ireland of the National Institute of Drycleaning staff then spoke on the charged system of drycleaning.

Next a panel under Mr. Wilke's chairmanship discussed the laundry and drycleaning feeder plant. The panel featured the following speakers and subjects: R. E. Lester, American Cleaners Equipment Co., "Location and Layout"; Willis Pellerin, Cummings-Landau Machinery Co., "Merchandising the Feeder Plant"; Harry G. Cooper, The Prosperity Co., "From Revolution to Evolution in the Textile Maintenance Industry"; O. H. Castle, Troy Laundry Machinery Co., "What Feeder Plants Can Do For You," and Al Mejia, U. S. Hoffman Machinery Corp., "Look Before You Leap."

The annual banquet that evening concluded the day's activities.

On Saturday morning, newly elected President Smith presided and AIL Director Victor D. Dalgoutte gave a report on Institute activities and plans. Mr. Dalgoutte also was moderator for the young management forum which followed.

Robert Mazlish of the Rite Way Laundry, Brooklyn, was moderator for the panel discussion, "Ideas for Progress in a Changing Industry."

Following a question-and-answer period with the audience participating, the convention was adjourned.—

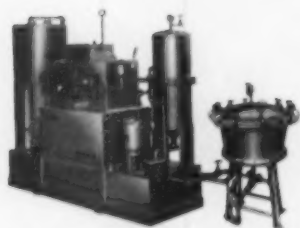
Jim Barnes



TOP: YOUNG MANAGEMENT FORUM featured (left to right) Charles B. Shacter, Brooklyn; William George, Plainfield, N. J.; Demman E. Julian and Louis Spira, Brooklyn. Bottom: "Ideas for Progress" panel group included (left to right) Kenneth Weiser, New York City; Richard Warren, Chatham, N. J.; Wesley F. Springhorn, Jr., Blue Point; Robert Mazlish, Brooklyn; William Hempel, Jr., Baldwin, and Richard L. Corby, Jr., Summit, N. J.



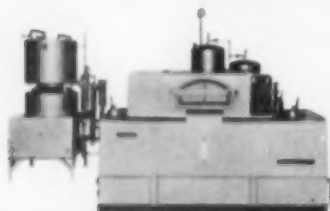
IF YOU'RE FISHING FOR MORE PROFITS...



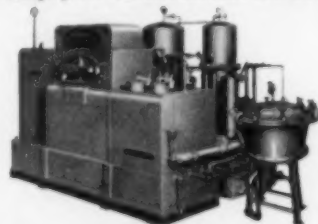
DETREX CORONET—to build a bigger business future with low initial investment. Standard or Two-Bath Cycle.



DETREX SYNTH-O-SAVER—the miser-like running mate of all Detrex cleaning machines. Puts extra profit in your pocket as it keeps your solvent cost at rock-bottom.



DETREX AMBASSADOR—if BIG volume is your requirement, the Ambassador tops them all with over 200 lbs. hourly capacity with Two-Bath Cycle.



DETREX MONARCH—the work horse of the industry with 90-100 lbs. hourly capacity. Standard or Two-Bath Cycle.

Lack of Capital? It is possible to lease a Coronet or Two-Bath Coronet and Synth-O-Saver. See coupon below.

DETREX CORPORATION
Dept. SS-500a
Box 501, Detroit 32, Michigan

- ☐ Send me all the facts on how I can build bigger business and more profit with the Detrex Process.
- ☐ Send me all the facts on the new lease arrangement for the Detrex Coronet.



NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Every time you cut your costs, you add more profit to your sales dollars . . . a simple fact that no one will dispute. The "catch" is how to cut your costs. The answer to that is also quite simple. *Of all the drycleaning equipment on the market, there is only one complete process that cuts costs and boosts profits substantially in all three phases of your operation . . . finishing, cleaning and sales . . . the Detrex Process!*

Take cleaning for example. Every time you re-run a garment you are taking money out of your pocket twice. First, you make no profit on the re-run; and secondly, it takes the place of another garment you could be cleaning and making a profit on. The Detrex Process, because of its excellent cleaning quality, reduces re-runs to the point where they are practically eliminated.

Let's look at finishing. One of the biggest factors in high finishing costs is the handwork involved in wet cleaning and hand spotting. The Detrex Process eliminates much of this hand finishing work, thereby reducing your finishing costs and increasing your profits. The quality control and gentle cleaning action of the Detrex Process also leaves garments wrinkle free, fabrics rejuvenated, making pressing easier, faster . . . cutting finishing costs still more.

How about sales volume? Detrex adds to your profits by increasing your sales volume. *Detrex has been proven conclusively to be the biggest sales builder in the industry . . . at a higher profit per unit, too.* Thousands of dry-cleaners have seen their business grow tremendously after installing the Detrex Process. The extra high quality control and prompt service encourages repeat business and brings in new customers as well.

We have a booklet that will give you all the detailed facts on how the Detrex Process cuts costs and increases profits in all three phases of your operation. You can get the complete story in detail by mailing in the coupon. See why the Detrex Process has swept the country—how it is the biggest profit-making process on the market!

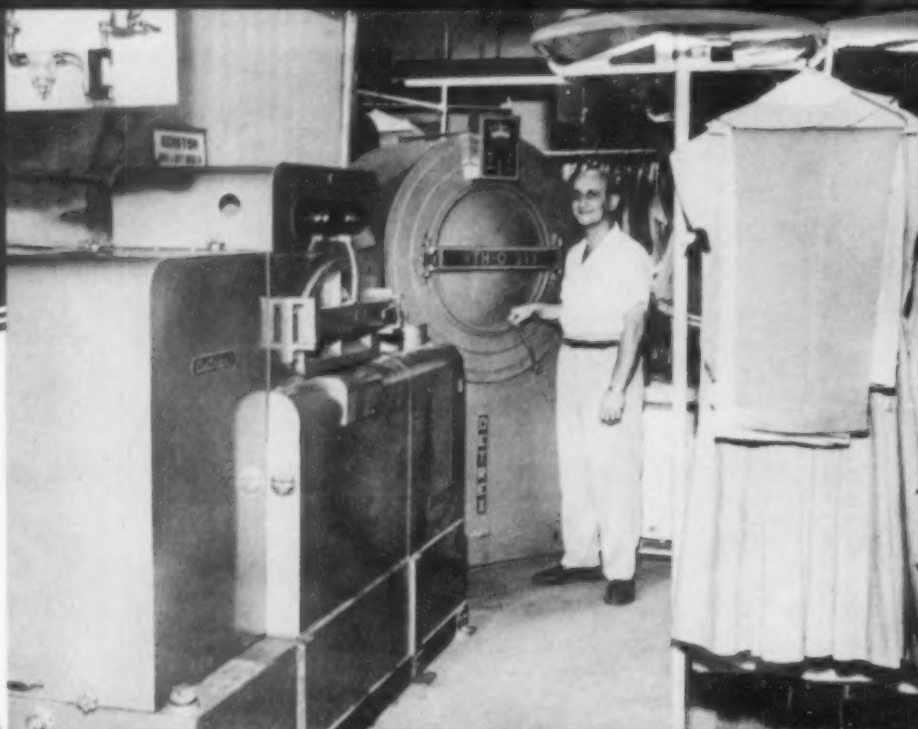


See DETREX Profits in Action—NEXT PAGE

*This Could Be
YOU!*

THE STORY OF EMPIRE CLEANERS

NEW YORK, NEW YORK



Empire Cleaners, 682 Ninth Avenue, a partnership established in 1949, is operated by Milton Sandler and Emanuel (Ed) Dublin, brothers-in-law. Mr. Sandler has been in the drycleaning business for over 30 years, pioneering in the synthetic field as early as 1927. His brother-in-law, Ed Dublin, started his career in a tailor shop in 1924 and opened his first drycleaning plant a year later in 1925.

When they merged in 1949, they started operating with two synthetic machines, which they replaced in 1953 with one Detrex Two-Bath Monarch. Located in Hell's Kitchen, a low-income section on Manhattan's west side, their cleaning problems are just about as rugged as you will find anywhere. Here's what these two men report on their operation since the installation of

their Two-Bath Monarch.

Milton Sandler says, "Since the advent of our Detrex Two-Bath Monarch, spotting has been reduced to merely examining the garments, and wet cleaning to one or two pieces daily as compared to 40-50 pieces before. Our volume of business has been increasing daily to a point where we are doing in the neighborhood of \$100,000.00 a year."

Ed Dublin reports: "Because of the drastic reduction in wet cleaning and minimum hand spotting, we are now able to render quick service on garments we formerly were unable to handle in this manner. Formerly we had to wholesale overcoats and furniture covers. Now due to our increased production and the automatic features of the Monarch, all our work is processed on the premises."

YOUR LOCAL DISTRIBUTOR

Your local Detrex Distributor is a well established business man in your locality. He is trained to know and explain the Detrex Process. He is intimately acquainted with drycleaning and the drycleaning business. He has available complete facilities and qualified personnel to give you prompt, efficient service.

Rely on him for all your drycleaning equipment needs. Your guarantee that he will serve you well lies in his desire to maintain the highest business reputation in your locality. He not only is doing business there today but for many years to come.

DETREX CORPORATION

Dept. SS-500a

Box 501, Detroit 32, Michigan



OFFICERS of Southern Laundry and Cleaners Association, left to right: Rayburne Fraser, vice-president; Ed W. Funk, sergeant-at-arms; Neal Ridley, president; Earl Rush, retiring president, and Ray Fortenberry, secretary-treasurer

Five States Meet at Shreveport

DELEGATES from five states attended the forty-sixth annual convention of the Southern Laundry and Cleaners Association in Shreveport, La., April 15-17. Some 100 delegates from Alabama, Arkansas, Mississippi, Tennessee and Louisiana attended the convention.

Neal Ridley of Knoxville, Tenn., was elected president to succeed Earl Rush of Alexandria, La. Other new officers include Rayburne Fraser, Columbus, Miss., vice-president, and Ray Fortenberry, Houston, Texas, who was chosen secretary-treasurer.

The convention opened with a tour of several cleaning and laundry plants in the Shreveport area, followed by Mr. Rush's presidential welcome.

The first afternoon session included a report on "Dry Tumbling-Flatwork Finishing" by A. L. Christensen of the American Institute of Laundering. His address was followed by a general discussion on "Wage-Hour Legislation," with Merle Fraser of Columbus, Miss., presiding.

Another well-received address was a dynamic talk by Ed Kahn of H. Kohnstamm & Co., Inc., who spoke on the theme, "Quit Stalling and Start Selling."

Business gave way to pleasure after the group discussion and the delegates enjoyed a hospitality hour before moving on to a night club for dinner and dancing.

The second day opened with a gen-

eral meeting, presided over by Vice-President Chester List of Pine Bluff, Ark., and the presentation of a film by courtesy of the Huron Milling Co.

Mr. Christensen presented a second report, on the subject of "Shirt and Wearing Apparel Finishing," and Bill Browne of the National Institute of Drycleaning spoke on "Your Public Relations in Action."

The convention was climaxed by the traditional banquet at which the members heard former Shreveport Mayor Clyde E. Fant speak on "The American Heritage in Business."

William H. Fisher, Jr., of Memphis handled the arrangements for the convention and Ed W. Funk of Chicago served as sergeant-at-arms. # #

Four Mountain States Meet

SALES, SOAP and psychology interested the 200 delegates, wives and allied tradesmen who attended the fifth annual convention of the Mountain States Laundry and Dry Cleaning Association in Albuquerque April 21-23.

Sales, according to Albert Johnson, general manager of the American Institute of Laundering, are not increasing in proportion to population trends. He told the plantowners from Colorado, Wyoming, Utah and New Mex-

ico that they must adapt to new conditions, catch the suburban business, cut labor costs with new equipment and advertise consistently.

"But advertising isn't enough," warned Jerry Daleke of Lusterway Sales Co. He urged management to train routemen to give one-minute sales talks, and guaranteed that the right kind of talks would get new business at four out of every ten homes.

Sales depend on a lot of things, said Les Francis, advertising man-

ager of Emery Industries, Inc. As he named Personality, Poise, Planning, Purpose, Punctuality, and so on, he plunked pennies into a coin bank on a tiny scale. Pluck finally tipped the balance, overcoming a counter bank called "Customer Resistance."

A simpler sales formula was offered by Herman Jansen, owner of Vogue Cleaners in Salt Lake City and president of the Utah Dry Cleaners Association, who advocated same-day service without premium prices. In answer



NEW MEXICO Drycleaners Association officers are Dick Tottenhoff (second from left), retiring president; Bernard Spivey, 1955 president; Bud Wood, vice-president; Ed Hammons, treasurer. At extreme left W. E. Brasel, Clinton, Okla., regional director, National Institute of Drycleaning

to audience questions, he said that because the public has learned about same-day service, Friday is as busy as Monday.

Technical Talks, Too

Soap was the subject of D. E. Tuttle, head of laundry research for Procter & Gamble, who said rinsing time could be cut in half if the laundry used a well-built tallow soap for the break bath followed by a synthetic detergent for the suds bath. The detergent will be rinsing away the soap at the same time it is going after its favorite types of soil, he said. It's the matched team that does the trick. And he stressed that a reduction in rinsing time would cut water, softener and heating costs, and wear on fabrics.

This caused such a lather that questions to other members of the production panel were reserved for individual huddles after the session. The visiting experts were Cecil Elrod of Elrod Engineering Co., Detroit; Charles Gault, Anderson-Prichard Oil Corp., Akron, and S. Y. Jackson, manager of Excelsior Laundry, Albuquerque.

Psychology was the sales approach advocated by Willis A. Pellerin of the Pellerin Milnor Corp., New Orleans. Start with your basic price, he advised, and then tell what additional services you render for a few cents more. He also said that cleaning stores and laundries need not necessarily be located in shopping centers since the laundry bundle is the first thing the housewife wants to get rid of.

Harry Luttbeg, New Mexico manager of the Better Business Bureau, spoke of 3,000 cases handled in the past seven years by his Fabric Arbitration Board. "Cleaners owed damages to customers in only 3 percent of these cases," he said. "But a lot of complaints would never have reached the crisis stage if the cleaners had only been more tactful."

Complaints were also the subject



MOUNTAIN STATES laundry leaders, left to right, seated: Frank LeRoy, secretary; J. S. Grant, president; John Kuhn, treasurer. Standing: Fred Palmer, chairman convention committee; Jim Rutledge, retiring president; Frank Corrick, vice-president. At extreme right is Albert Johnson, general manager, American Institute of Laundering

of C. R. Hubbard, president of the Hinkel-Hubbard department stores and a regional vice-president of the National Dry Goods Association. He urged his hearers to avoid possibly uninformed remarks about fabrics and workmanship, and to send a complaining customer to the retailer.

Two Groups Elect

The laundry section of the four-state association elected these officers to two-year terms: J. S. Grant, Pearl Laundry, Colorado Springs, Colo., president; Frank Corrick, Denver Sanitary Laundry, vice-president; Frank LeRoy, Denver, secretary, and John Kuhn, Troy Laundry, Casper, Wyo., treasurer. Outgoing president James Rutledge, Sanitary Laundry, Albuquerque, was convention chairman.

It will be the drycleaners' turn to plan next year's convention, and they will elect their officers then. Earl Day of Day Cleaners, Montrose, Colo., is now president.

Holding their convention in conjunction with the regional meeting were the members of the New Mexico Drycleaners Association. They elected these officers: Bernard Spivey, Master Cleaners, president; Bud Wood, Smith Cleaners, vice-president, and Ed Hammons, Hammons Cleaners, treasurer. Alva J. Coats is executive secretary. All are Albuquerque men except Mr. Wood, who is from Clovis.

The program also included golf matches, visits to local plants, the opening-day reception, a ladies' luncheon and style show, and a dinner and dance. John E. Hollingsworth of Denver, director of District 7, AIL, was master of ceremonies. # #



why push your luck?

SOLVENT OVERHEATING CAN WIPE OUT YOUR PROFITS OVERNIGHT



play it safe

WITH A LOW COST ROSS SOLVENT COOLER

Damaged garments, lost working hours and complaining customers can ruin your business in no time at all. Why take the chance? It costs so little to stop solvent overheating completely with a Ross Type BCF Cooler . . . and you'll be money ahead every day. Once you put this easy-to-hook-up unit on the job, solvent temperatures will never get out of hand to rob you of your rightful earnings. It's the cheapest profit insurance you can buy!

No longer need you worry about overheated solvents causing stubborn wrinkles, difficult spot removal and poor cleaning quality eating up your time . . . Sickening fumes that sap the strength of your workers—keep them at home,

especially in hot weather . . . Color bleeding, shrinkage, relaxation, "felting," ruined sizing and dressings that cause customers to drift away . . . The risk of fire and explosion.

Don't wait for warm weather. The risk of loss exists all year 'round. Send the coupon today for literature and prices or ask your equipment distributor about this rugged, little, copper-brass cooler that will work wonders in your plant.

KEWANEE-ROSS CORPORATION

DIVISION OF AMERICAN RADIATOR & STANDARD SANITARY CORPORATION

1469 WEST AVENUE • BUFFALO 13, N. Y.

In Canada: Kewanee-Ross of Canada Limited, Toronto 5, Ont.



SOLVENT COOLERS

KEWANEE-ROSS CORPORATION

1469 West Ave., Buffalo 13, N. Y.

Rush literature and prices on your solvent cooler at no obligation to me.

NAME _____ TITLE _____

COMPANY _____

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CITY _____ ZONE _____ STATE _____

Serving home and industry: AMERICAN STANDARD • AMERICAN BLOWER • CHURCH SEATS & WALL TILE • DETROIT CONTROLS • KEWANEE BOILERS • ROSS EXCHANGERS • SUNBEAM AIR CONDITIONERS



SPOTTER'S STATION is hub of semicircle formed by marking and drycleaning sections, since they do more prespotting than after-spotting. Three drums grouped here are for sizing, water repellent and mothproofing, handy to spotter

Operation Bootstrap

Twenty letters bring in nineteen customers

TWENTY TYPEWRITTEN LETTERS, personally signed by Ralph Lassen of Lassen Cleaners in Sanford, North Carolina, were mailed one day last year to 20 prospective customers. Nineteen responded with a test bundle, and all are now regular customers of Lassen Cleaners. The twentieth person sends in an occasional order.

This spectacular return on a mailing was the climax of an unspectacular but steady four-year development program at the Sanford plant, that showed a dollar volume increase in 1954 over the preceding year of 53 percent and a poundage increase of almost 45 percent.

Four years ago Mr. Lassen took over a business that was only a few months old, with a weekly volume averaging little more than the monthly rent. Its greatest asset was a neat building on a main street in the center of town. This has a handsome Roman-brick front with a show window that slants from the sidewalk to the recessed front door. Also, most of the equipment was practically new.

On the debit side was a stiff rental, seven very active competitors in a city of 10,000 population, and finally, a prevailing price in Sanford of 75 cents for a suit or dress, with an extra dime for delivery.

By **WILLIAM R. PALMER**

Mr. Lassen waited four years to mail those letters! He wanted to be in a position to fulfill all that he promised prospective customers. "Sanford is a small place," he said. "You can't kick customers around like they can in the big cities. There aren't any more to take their place."

Techniques Modernized

When he took over the plant Mr. Lassen immediately installed a charged system with which he had considerable experience in his former connection. He worked closely with a cleaning plant engineer in revamping the layout, establishing job methods, and finally installing piece rates. By constant repeated stress on good quality standards throughout these changes, he was able to get better quality as well as higher production while higher wages were earned by the employees.

He sent a woman to the silk finishing course at the National Institute of Drycleaning, then put her in charge of training the other finishers in single-operator units. This lady also does the inspecting. Then, as dry-

cleaner and spotter Mr. Lassen brought with him to the plant an experienced graduate of NID's general course, to provide him with competent, dependable performance in that department.

During the first year Mr. Lassen spent a lot of time at the counter. Then he decided that "most customers don't care a darn whether they



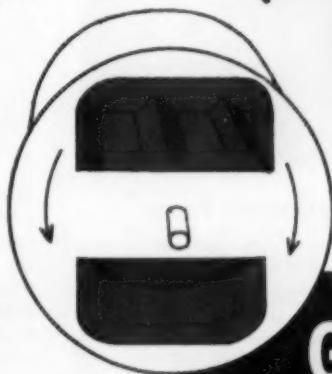
RALPH LASSEN demonstrates the trapdoors at the back of the marking hopper. Marked garments go into the hopper, separated by cleaning classifications

CHECK: UNIT KLEEN (combination washer-extractor)

for Economy—Simplicity and Rugged Efficiency!

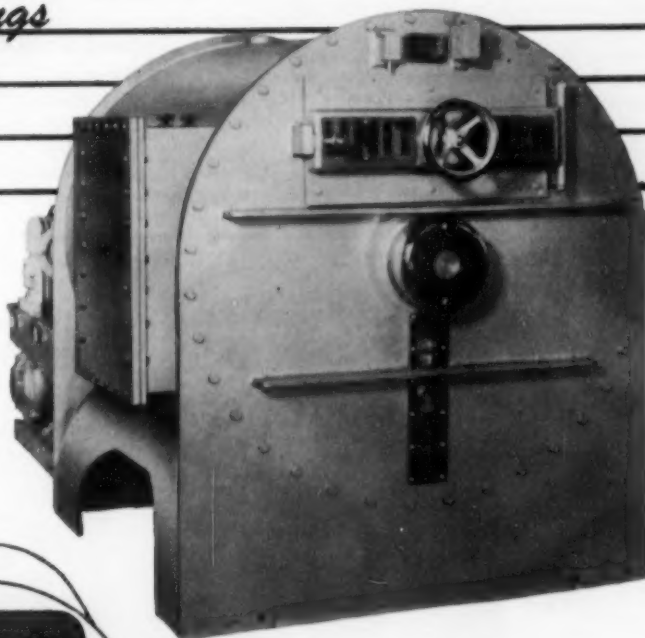
- ✓ 96.7% soil removal*
- ✓ Wet rub and squeeze, triple wash action with drop
- ✓ More productive capacity per square foot
- ✓ Labor and time savings
- ✓ 1 or 2 bath system available
- ✓ Adaptable to the charge system
- ✓ Reverses direction every 20 seconds
- ✓ Greater solvent savings
- ✓ 90-95% pass ups*

Faster, far better, high quality cleaning is assured with **UNIT KLEEN'S** big drop and wash-squeeze action. The work is lifted, up to 44 inches and then dropped into the solvent bath. At the bottom of the big drop the work is squeezed between the center partition and the cylinder wall and squeezed both by centrifugal force and gravity. The solvent is squeezed through the fabric twice each revolution. This action, combined with correct cylinder speed and reversing action every 20 seconds has proved itself the most efficient method yet devised for thorough, rapid and high efficient cleaning, requiring less time in the cleaning cycle to meet the highest standards.



Unit Kleen cylinders give triple WASH action by combining BIG DROP WET RUB and SQUEEZE

PATENT
PENDING



Available in 65 lb.—100 lb.
and 150 lb. models

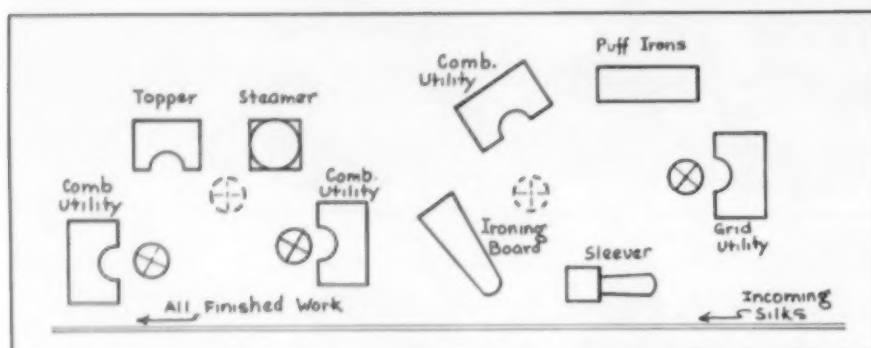
G. A. BRAUN INC.

World Wide Distributors

Empire Building

Syracuse 2, New York

*Anderson-Prichard Report 33479



REGULAR OPERATOR stations are crossed circles. Broken-line circles show position of floater who shifts according to ratio of silks and wools, as well as the finisher-inspector

deal with the boss or not, if they have confidence in the plant; they just want to get their clothes drycleaned with as little fuss as possible!"

So, much of the owner's next two years were spent in the plant itself. The quality standards were crystallized by rigid inspections, subject to frequent re-inspection by Mr. Lassen. He still re-inspects at strategic intervals, not to check on his inspector, who is highly competent, but more to back her up in her insistence on perfection.

Now, during the past year, with production running quite smoothly, Mr. Lassen has been able to devote himself to sales promotion. A careful

survey of the town, made with the aid of the engineer, indicated that neither newspaper nor radio advertising was very effective for service industries. Therefore all sales effort is concentrated on direct mail, packaging, and inserts or stuffers. These seem to give the best results for the money invested.

Personal Direct Mail

Mr. Lassen feels more small-city cleaners would do well with direct mail if they would devote the necessary time to it. In his opinion, plant-owners too often resort to other media, regardless of their proven effective-

ness, mainly because the latter involve less personal time on the part of the plantowner.

An accurate customer record card is the keystone of Mr. Lassen's mailings. Each card has spaces for 104 weeks, and entries are made each week. If a regular customer misses for three weeks, a card is sent, followed at another three-week interval with a letter or a phone call.

Mr. Lassen believes the personal letter is the most efficient type of direct mail—addressed to the individual by name and mailed with first-class postage. It is his contention that a person receiving your mail places the same value on it that you do. If you make the effort to write people individually, they'll make the effort to read your message. But if it is something you've "tossed off" in a hurry, the recipient will toss it in File 13, in a hurry.

These personal letters vary according to what is known about a customer or prospective customer, particularly whether he is likely to be using route or cash-and-carry, regular or hand-finished service. The letter mentioned in the opening paragraph that was so effective read as follows:

Dear Mrs. De Vanter:

This is a personal letter, written to tell you about my customized cleaning and pressing plant, which is engineered and staffed to handle your finely tailored and delicate garments.

I am aware that facilities for handling high quality garments are quite limited in this area. My family has been in the cleaning industry for about thirty years. My staff is headed by Mr. Spencer, who is a graduate of the National Institute of Drycleaning located at Silver Spring, Maryland. It is he who handles our spot removal department. Mrs. Anne Mathews is a graduate of the National Institute's silk finishing course, and it is she who will send your garments back beautifully pressed. Men's clothes receive the same fine service.

With your permission, I would like to talk to you personally, to see whether

Trouble-free replacement with this EASY SNAP-OUT Liner



Insist on the New "Viking Re-Nu-It" Dry Cleaners Pump

Install the "Viking Re-Nu-It" pump with easy snap-out steel liner, carbon graphite bearings and extra long stuffing box. You'll have a pump built to give you extra long service.

You then have the big plus factor of the "Viking Re-Nu-It" Kit. If your pump becomes worn from long or hard usage, there is no need to remove the pump from its mountings or disturb permanent piping attached. Merely pull out the old parts, snap out the split liner with a screw driver and insert the "Viking Re-Nu-It" kit in a fraction of the time it would take to install an older type pump.

Write today for bulletin A200Q on this money-saving, time-saving "Viking Re-Nu-It" pump and kit.

VIKING Pump Company
Cedar Falls, Iowa

you would be interested in using my customized hand finish service. This service is among the finest available in the entire country.

I might add, the plant is located in Sanford next door to the A & P supermarket, in the event you desire to come here for personal inspection of the plant, and for a chat.

Your reply will be greatly appreciated. If you wish just call collect by telephone.

Sincerely,

Variations of this letter went to a list of 20 persons in the nearby resort area of Pinehurst and Southern Pines. Mr. Lassen compiled the list by jotting down the names of families in the area that he felt would make the most desirable accounts (and not already dealing with Lassen Cleaners).

Later more lists of names were compiled in the same way, and additional letters mailed out at intervals of several weeks. When Mr. Lassen began to run out of names himself, all his employees began suggesting desirable prospects. It is understandable that the successive mailings were not so effective as the first, but the percentage of trial orders and new customers obtained is still well over a third of the letters mailed. That's a good batting average in any league!

Mr. Lassen deliberately leaves a long interval between mailings to "assimilate" new customers. He intends to never neglect present customers in a scramble to obtain new ones. Because of this careful service (and the quality of the work) his customer turnover is very low.

Friendly Customer Relations

Customers are closer to employees at Lassen Cleaners than is generally true. This engenders a greater sense of personal responsibility in the employees, as well as conviction on the part of customers that the interest in their work is genuine. For example, in most of the letters addressed to customers Mr. Lassen speaks for the employees as well as himself by saying "all of us at Lassen Cleaners like to work for you" or "would like to do your work."

On the other hand, when Mr. Lassen has to return a garment to an employee for do-over he discusses the correction in terms of how the employee feels the customer is going to react to the imperfection in the job. This personal tone reaches both ways, and Ralph Lassen gives it considerable credit for boosting volume.

The greater increase of dollar volume as compared to the poundage growth is due to two factors. One is the slight increase in price to 80 cents

cash-and-carry that was made just as soon as the silk volume began to pick up as a result of the training in the silk department.

Most of the difference, however, is due to the growth of the hand-finished service at a base price of \$2.50. This now accounts for about 15 percent of the plant's total volume. All the silks in this service are finished by the NID graduate, all linings are pressed, all minor repairs are included. The hand-finished garments are hung on shaped hangers and are stuffed with tissue to keep them rounded.

All garments are bagged on both services, with higher-quality bags used on the special services. All sweaters are cellophane-wrapped. While the regular service is on a three-day schedule, the hand-finished work is given a week to ensure everything possible has been done.

Quality Reputation Counts


A distinct boost to Lassen Cleaners' quality reputation was last year's "cotton clinic." Mr. Lassen made the rounds of the department stores and dress shops, to assure the buyers that his silk department was fully capable of handling the fanciest cottons in their stocks.

This growing reputation for quality has enabled Lassen Cleaners to edge up slightly from the morass of low prices, which are geared to the low wage scales prevailing in the area and which contrast with ever higher costs of equipment, supplies and services. While Lassen's base prices are only a nickel above the going rates in town, those garments requiring much extra labor in finishing or spotting are priced upward enough to adequately compensate.

As Mr. Lassen reported at the recent North Carolina convention, his return is not yet adequate for his investment. It is our observation, however, that with the momentum and reputation already established so soundly and carefully, Lassen Cleaners is now able to rise above the competitive price level altogether.

We feel the effectiveness of those first 20 letters indicate this is true. The letters were carefully written, but that alone wasn't what brought and held customers. When those folks asked their neighbors about Lassen Cleaners, the report was good. When they tried Lassen Cleaners the service was and continued to be good. A considerable number of people are willing to pay a little extra to a man who delivers what he promises. # #

at last! an **ELECTRICALLY DRIVEN**
OVERHEAD SPEED
RAIL SYSTEM



White **CONTIN-U-VEYOR***

For as little as 10c a day, you can operate this automatic White Contin-U-Veyor System . . . speeding up operations in your plant, as you never dreamed possible! Now, a heavy-duty drive moves garments from department to department, floor to floor, in any direction . . . smoothly, quickly, cheaply. You get all the advantages of an overhead rail system . . . plus the speed, ease and efficiency only possible with automatic electrical operation. Our engineers will submit free plans for your own plant . . . no obligation, of course.

WHITE MACHINE CO., INC.

Manufacturer of Contin-U-Rail, the nation's leading overhead manual rail system.

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FREE!

Mail coupon for descriptive literature and price information.

White Machine Co., Inc.
14th St. & Lafayette Ave., Kenilworth, N. J.
Rush me complete Contin-U-Veyor information without any obligation on my part.

Firm Name _____

Address _____

City _____ Zone _____ State _____

Your Jobber _____

ASSOCIATION NOTES

Southern Management Conference: The second annual management conference, co-sponsored by the North Carolina Association of Launderers & Cleaners and the National Institute of Drycleaning, will be held at the O'Henry Hotel, Greensboro, N. C., on August 27-28, according to P. K. Ewell, Farmville, state president.

Experts from the National Institute will conduct the intensive two-day conference which will cover *production management*: method analysis, plant layout, wage incentives, lot system production control; *supervision*: selecting employees, employee training, supervising employees, management responsibilities; *cost control*: accounting statements, cost comparisons, budgeting, break-even charts.

The conference is open to all cleaners, launderers and allied tradesmen. Registration is limited to 125.

##

Local Meetings: Drycleaners are faced with a problem of steadily growing volume of expensive cotton dresses that require special treatment. A group of local and state drycleaners, members of the **Southeastern Indiana Dry Cleaners Association**, got together at Indianapolis on May 19 to discuss this problem and exchange ideas on the best way of approaching it.

Clyde Robinson, Fashion Cleaners, Indianapolis, and host to the group, showed the members how his firm handles these fabrics. He explained that one of the biggest problems is the proper handling of dresses with ornaments and special trimmings. And most of the cotton fabrics now being worn require resizing after washing or cleaning if they are to retain their smart look.

Allied tradesmen and cleaners attended a fashion-show luncheon where they saw different cotton dresses worn

by professional models obtained through the courtesy of Davidson's Indiana Fur Co.

H. O. Bultemeier, assistant district manager of the Social Security Administration, addressed some 23 plant-owners and guests who attended the meeting of the **Peoria (Ill.) Institute of Dry Cleaners** on June 13. The requirements and standards of quality drycleaning for all members of the local institute were also discussed.

##

Chicago Joint Committee: John T. Toomey, executive secretary of the Chicago Laundry Owners Association, has announced that a new joint committee, known as the "Inter-Industry Council of the Dry Cleaning Industries," has been formed. It is comprised of men in both the drycleaning and laundry industries.

The aim and purpose is to "try to elevate the drycleaning and laundry industries to a higher plane through elimination of unfair and unethical practices." It will be a long-range program, "one of education and persuasion."

##

Missouri District Meeting: A district meeting of The Associated Cleaning and Laundry Services of Missouri was held at Mexico, Mo., last month.

The speakers and those participating in a panel discussion were: John N. Gilvey, promotion manager of industrial sales, Colgate-Palmolive Co., "Sales Promotion in the Laundry Business"; A. W. Jaudes, president of White Line Laundry and Dry Cleaners, St. Louis, "TV Advertising—What It Has Done for Me"; Jack Spence, Faultless Laundry, Kansas City, who explained how revision of personnel selection and training in-

creased plant and production efficiency and decreased personnel turnover; Richard Couch, Kansas City, "Unemployment Compensation and What It Means to the Small Employer"; Charles Buck, "Optical Brighteners in Power Laundering"; Les Rowden, Chenoweth Cleaners, St. Louis, "What Price Dry Cleaning?" Vic Towner, National Institute of Drycleaning, was moderator.

##

Local Elections: New officers of the **Kern County (Calif.) Cleaners and Dyers Association** were elected on June 2 at Bakersfield, Calif. They are Dan Weaver, president; Dave Harrison, vice-president; Gene Miller, treasurer, and Mrs. Dan Weaver, secretary.

The **South Texas Cleaners & Dyers Association, Inc.**, held its June business meeting in San Antonio where the members elected their officers for 1955-56. The nominating committee, composed of Frank Patton, Don Nickles and Jack Gruen, offered the following names for officers, who were unanimously elected. The officers are Jerry Wachob, reelected president; Joe Boyd, vice-president; W. A. Robinson, treasurer; Virginia Nesbit, executive secretary. The new directors are L. H. Friedman, Frank Sherbondy, John Quesada, Don Nickles, H. A. Culpepper, Shelby Fox, Charles G. Krumboltz and W. D. Vaught.

New officers of the **Southern California Cleaners & Dyers Association** are Ben Spector, Master Cleaners & Dyers, Pasadena, president; Abe H. Mandel, Aetna Drycleaning Company, Los Angeles, vice-president, and George Myers, Trojan Cleaners, Los Angeles, treasurer. R. J. Scott is executive secretary of the group. Mr. Mandel was also recently elected a director of the California Drycleaners Association.

N.I.D. NEWS

Alumnus Joins Staff: John Beck, Gooding, Idaho, a recent graduate of the 32nd Management Course, is now an instructor at the National Institute of Drycleaning.

Mr. Beck is teaching courses in dry-

cleaning room practices in the General Course, starting with the 91st Class, which commenced on July 6. He replaces Howard Reeves who is now assuming new duties with Swan Cleaners, Columbus, Ohio.

Mr. Beck was graduated in 1948 from the 68th General Course. He is a Navy veteran having served in World War II and the Korean War. Between these Navy tours he was on the staff of the National Laundry in

Gooding in the drycleaning department and later became manager of this department.

##

Gray Memorial Scholarship: The NID Alumni Society is sponsoring a scholarship for the NID Management Course in the name of John P. Gray, which will be in effect with the 91st General Course on July 5 to September 23, 1955.

The scholarship pays the full tuition for the student achieving the highest scholastic average in his General Course class. If the recipient of the scholarship does not wish to attend the Management Course, the scholarship goes to the student with the second highest average.

The scholarship must be used within 12 months from the date the award was made. The Alumni Society will prepare a pamphlet for General Course students, telling them about the scholarship and giving a brief biography of John P. Gray. Former director of education for the NID and a former president of the Alumni Society, Mr. Gray was one of the best-known figures in the industry up to his untimely death last January.

##

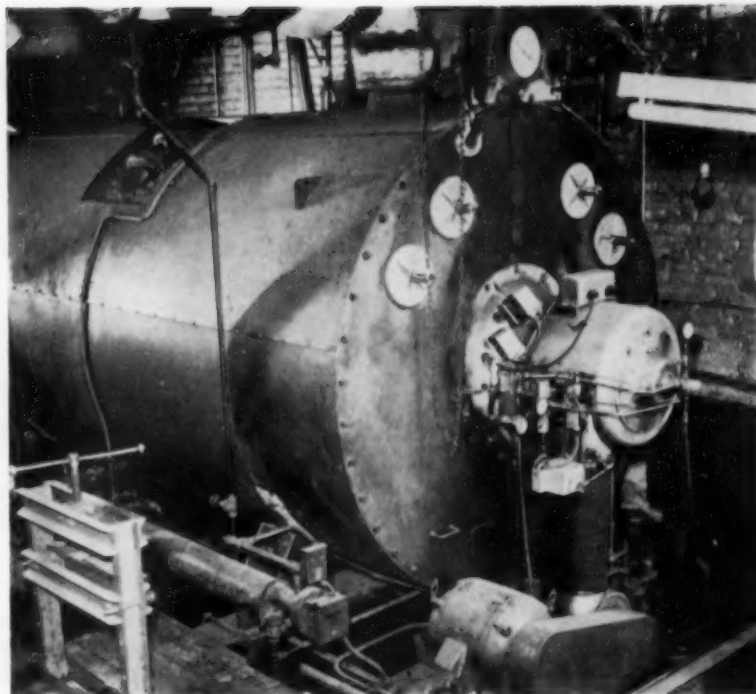
New Literature: In Practical Operating Tips Bulletin P-14 published by NID are further suggestions on Saving Synthetic Solvent (Part II). The suggestions are aimed toward the vent, fan, condenser and heat units. The bulletin also discusses the water separator.

"Effects of Hot Solvent" (Part I) is the subject of Technical Bulletin No. T-341. This is the first of several bulletins NID plans to publish that will describe its recent work on the effects of hot solvent when cleaning in a charged system. This research will be similarly carried out later using perchlorethylene. Part II discusses hot solvent in relation to wrinkling and wool shrinkage.

Fabrics-Fashions Bulletin FF-10 discusses newly treated suede leathers. New finishes are identified and recommendations are made for methods of handling.

##

New Booklet of Services: The NID has issued an attractive illustrated booklet describing all of its 26 services to members. Some of the subjects covered are its various bulletin services, laboratory research and analysis, consumer education, trade relations, public relations, and technical and management courses.



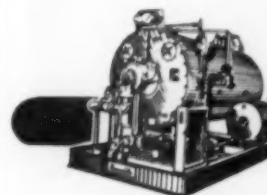
Powermaster® Saves 50 Boiler Cleanings A Year For Large Dry Cleaning Plant

● This 300 HP *Powermaster* Packaged Automatic Boiler has cut steam costs by $\frac{1}{4}$ for a large wholesale dry cleaning firm in Metropolitan New York. It replaced a 200 HP stoker-fired boiler which required cleaning once a week. The *Powermaster* is cleaned only twice a year.

Minimum attention, fully automatic operation and instant response to load changes are other important advantages which save time and money for the firm. The *Powermaster* generates dry steam for drying, pressing, spotting, heating wash water and building heat. Check these other outstanding *Powermaster* advantages:

- ★ Low-cost, space-saving installation
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In sizes to 500 HP; pressures to 250 psi.

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CURB SERVICE at Concourse Cleaners in The Bronx, N. Y., consists of sliding window at left where customers may drop off or pick up garments without entering store



Curb Service for Pedestrians

Sliding window enables customers with carts or carriages to patronize store without entering

By GERALD WHITMAN



MOTHERS LADEN with baby carriages or heavy shopping carts find service window particularly helpful. They can avoid leaving babies on street or dragging purchases in with them

CREDIT Concourse Cleaners in The Bronx, New York, with coming up with an original switch on the drive-in idea. The innovation here is a plan aimed at easing baby-carriage traffic—not auto traffic.

Before anyone begins forming a mental picture of Junior braking to a stop in his six-cylinder pram and shooting his cap pistol to demand attention, let's see what Concourse Cleaners' "curb service" is all about. It's really very simple.

All that store manager Stanley Lehrfeld did was to remove one of the regular plate-glass windows lining the front of the store and substitute a sliding panel window. This enables customers to dispose of or pick up garments at the window without having to walk into the store.

Mother's Helper

This scheme is particularly helpful to (1) mothers with baby carriages who are reluctant either to drag the carriage into the store or leave it outside while they are inside, (2) women with loaded shopping carts, for the

NEWEST IN NEW YORK CITY
UNIQUE *Modern* SERVICE
 FOR THE CONVENIENCE OF SHOPPERS, MOTORISTS
 and MR. & MRS. AMERICA ON THEIR WAY TO WORK
CONCOURSE CLEANERS
 NOW OFFERS
CURB SERVICE

WE ARE NOW OPEN AT 7 A. M.

3 HOUR SERVICE AT NO EXTRA CHARGE

FREE!
FREE!A BEAUTIFUL DECK OF
PLASTIC COATED PLAYING CARDS
COUPON WITH CLEANING ORDERS OF \$1 or OVERFREE!
FREE!

FREE STORAGE OF HOUSEHOLD ITEMS!

We Specialize in Quality & Guaranteed

- TEXTONE DRY CLEANING
- CUSTOM TAILORING
- DYEING
- WATER REPELLING

- EXPERT SHIRT LAUNDERING
- FUR STORAGE and REPAIR
- ALTERATIONS
- HATS CLEANED and BLOCKED

FACTORY METHOD

ALL WORK DONE ON PREMISES

CONCOURSE CLEANERS

209 E. 167th ST. "IT COSTS LESS TO USE THE BEST" JErome 8-1793



▲ SPOTTING BOARD located directly behind window stirs curiosity of passersby, leads to friendly chitchat during day

◀ ADVERTISING new service is flyer available at store counter and distributed to thousands of apartments in neighborhood

Mr. Lehrfeld hasn't quite solved as yet, that of helping the curb customer attract the counter girl's attention. It's really not too much of a problem, however, since the spotter is usually at the board when a customer walks up. Even when he's not there the window is normally kept open and the customer usually is seen or is heard calling in a loud, clear voice.

Mr. Lehrfeld had thought of installing a buzzer that the customer could use in alerting the personnel inside until he had horrible visions of the neighborhood small fry leaning on the buzzer all day.

Got any ideas? # #

same reasons, or (3) people who are just too lazy to walk up to the counter.

Another reason for the quick success of Concourse's curb service (it was initiated the middle of May) is that it enables customers to avoid entering the store on a hot day. There are few cleaning establishments that don't give off some heat and there are fewer that have air-conditioned call offices.

Since the window is open most of the time, Mr. Lehrfeld had his spotting board moved almost directly behind it, creating additional customer curiosity. Not only is the novel window service becoming a conversation piece in the immediate neighborhood, but people (including non-customers) stop by all day long to chat or just to say hello.

For an investment of only \$75 in converting the original window into a sliding window, Mr. Lehrfeld feels he has already got back much more in new friends and customer goodwill. He also feels that the few extra steps his store personnel have to take in servicing a curb customer are a negligible inconvenience.

In actual drive-in business, this idea has helped along that aspect to a limited degree. Since Concourse Cleaners is located in a heavily congested apartment-house district, parking space at the curb is a rarity. However, at the curb directly outside the store is a fire hydrant, with enough room left beside it to accommodate one car. Where a driver formerly would not risk leaving a car there for a few minutes while going into the store, many customers are now park-

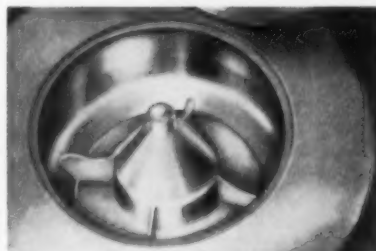
ing in this spot in order to use the curb-service window—all the while keeping an eye peeled for the gendarmes.

There's one little problem connected with the window service that

Fletcher "FLOW-CLEAN"

for the drycleaner who has been waiting
for the *new and better*

COMBINATION WASHER-EXTRACTOR



View of empty basket showing ribbed "Flowtator" and curved bottom which provide constant circulation and mechanical action.

FLETCHER WORKS

213 GLENWOOD AVE. PHILADELPHIA 40, PA. ESTABLISHED • 1850

CARRIAGE TOURS through Mackinac State Park were an entertainment highlight



Allied Trades Meet At Mackinac Island

MORE THAN 300 persons turned out for the twenty-sixth annual Laundry and Cleaners Allied Trades Association convention at the Grand Hotel, Mackinac Island, Michigan, June 23 through 25. They came by land, sea and air, using almost every mode of transportation including horse and buggy to reach the famed Great Lakes resort for three days of business and pleasure. They were not disappointed.

"Better Business" the Theme

Association President G. W. "Bill" Boyd, Sanitone Division, Emery Industries, Inc., delivered the keynote address, "LCATA Builds Better Business." The sum and substance of this theme was reflected in subsequent committee reports — cooperation is good business.

The only speaker outside the industry to address the assembly was William H. Cove, sales director, EMC Recording Corp., St. Paul, Minn. He will be remembered for his good-humored enthusiasm and sound selling advice. The best way to build sales, he says, is to "make the product easy to buy."

There was a panel discussion on

industry programs sponsored by customers or their associations. The question arose as to what proportion of the customer's gross dollar is spent with the allied trades. Profit margin in the allied trades, it was reported, was an average of about 4 percent for machinery and supply sales.

With total sales of the allied trades amounting to only \$300 million as against \$3 billion for the entire industry, it was felt that only limited funds, if any, could be made available for industry programs, whether on a local, state, sectional or national basis. If funds were available, there would be a difficult allied trades problem of proper and fair allocation of funds because some types of customers give the allied trades more business than others. Furthermore, it was claimed that if LCATA went into one activity of this kind, it would go into all others in order to treat customers and their organizations on an equal basis. The problems of adequately budgeting expenses for such activities would be enormous, it was pointed out.

Many thought it sound to count on funds available from plantowners because there would be more activity to make the campaign successful. They

felt that most industries look within their own boundaries for funds, as it is considered good business practice. It was generally accepted that any activity of this character was meritorious, but there was no easy way to stimulate additional volume. Much sales effort would be needed to put over an industry campaign.

The LCATA stated, through its



NEWLY ELECTED President Morris Landau (right) and Secretary Arthur Fry at rostrum



DISTINGUISHED SERVICE AWARDS were presented to past presidents and directors. First row: C. R. Conley, W. D. Ellis III, Wilmer Dutton, Fritz Henrici and E. H. Earnshaw, Jr. Second row: R. S. Carmel, Richard Lane, B. O. Gottry, R. O. Trowbridge, F. K. Levy and John W. Foster. Third row: J. R. Morris, Harlow Gaines, Lester Francis, Joe Mayberry, A. E. Wennerstrom, J. Stanley Hall and Paul Reese

board of directors, that it is always ready and willing to review any customer organization campaigns. It must consider, however, the breadth or scope of such activity from the angle of all customers; whether the campaign will produce sufficient additional allied trades sales volume to help offset its cost, where the money will come from in the allied trades and on what basis, and the business wisdom of participation.

LCATA members found no easy solution to these problems at their meeting. The discussion was stimulating and pinpointed the many prob-

lems with which the allied trades will be faced when consideration is given to industry programs and activities of this type.

The election session resulted in the following executive changes: Morris Landau, Cummings-Landau Laundry Machinery Co., Inc., Brooklyn, N. Y., was elected president of the association for the new year. Assisting him are newly elected secretary Arthur D. Fry, The Fry Bros. Co., Cincinnati, Ohio, and Nils S. Dahl, John T. Stanley Co., Inc., New York, N. Y., who continues as treasurer.

Each of the following divisions

elected two members to directorships on the executive board. For the distributors: Ralph Humbaugh, Speare Co., Chicago, and Mark Baddeley, M. M. Baddeley, Inc., Pittsburgh. For the supply manufacturers: E. W. Wilson, Sure-Hold Div., Nashua, N. H., and G. W. Boyd. For the machinery manufacturers: Nicholas L. Strike, Western Laundry Press Co., Salt Lake City, Utah, and Joseph Friedman, U. S. Hoffman Machinery Corp., New York.

Next year's annual LCATA convention will be held at Hollywood Beach, Florida.—Henry Mozdzer



THE NEW AND THE OLD board of directors in joint session, left to right, seated: Rodger R. Jackson, J. E. Ryan, T. W. Wilson, W. B. Appleby, Arthur Fry, Morris Landau, G. W. Boyd, Carl S. Hulen, Joseph Friedman and F. H. Ross, Jr. Standing: Nicholas Strike, Mark Baddeley, Wayne Wilson, A. M. Henning, B. O. Gottry, I. V. Merrill (representing N. S. Dahl), J. R. Young, J. R. Morris and Ralph Humbaugh

West Virginians Meet

THE THIRTY-EIGHTH annual convention of the West Virginia Launderers and Dry Cleaners Association, held May 6-7 at Clarksburg, was considered by many of the delegates one of the best in the group's history.

Saturday-morning speakers were Don E. Tuttle of Procter & Gamble, who spoke on "New Developments in Washroom Practice," and Fred W.

McBrien of the Holland Laundry, Philadelphia, a director of the American Institute of Laundering, who presented "Problems of the Laundry and Drycleaning Industry."

Speakers on Saturday afternoon were Dr. Dorothy Siegert Lyle, director of consumer relations for the National Institute of Drycleaning, who presented "1955 Fashion Fab-

rics." The concluding speaker was Robert C. Young of the AIL, who spoke on "The Crying Need for Facts."

Wyatt Cargal of Huntington was elected president; Edward B. Judy of Richwood, vice-president, and H. Clifford Morris, Charleston, secretary-treasurer. Directors are: Don R. Cole, Frances Gardner and C. W. Barker of Charleston; Cecil Elkins, R. A. Thetford, Elmer Lake and Homer P. Hatten of Huntington; Jess Richmond, Beckley; William S. Hendricks, Bluefield; Roland Finney, Wheeling; Leonard L. Martino and J. D. Coston of Clarksburg; J. C. Bleigh, Weston, and Louis Pickett, Star City. Ernest S. Allie, Huntington, is chairman of the tax and legislative committee.

An excellent program for the ladies included brunch and style show. # #



OFFICERS, left to right: H. Clifford Morris, secretary-treasurer; Wyatt Cargal, president, and Edward B. Judy, vice-president

Northwest Holds 30th Meeting

SOME 250 MEMBERS of the Pacific Northwest Launderers and Dry Cleaners Association attended the organization's thirtieth annual convention in Tacoma, Wash., May 12-14.

Convention delegates were welcomed by Mayor Harold Tollefson of Tacoma, with Dr. Karl Von Harten of Vancouver, B. C., vice-president, responding. The convention gavel was wielded by President Robert Hammond of Tacoma.

Opening-day speakers included Edwin W. Pearce of Greensboro, N. C., president of the American Institute of Laundering, who spoke on "Your Business and You." Jim Chisholm, assistant sales manager of Sanitone Division, Emery Industries, Inc., discussed "Never Underestimate the Power of Selling." Hal LeRoy, plant manager of the National Institute of Drycleaning, spoke on "Increased Production and Improved Quality Simultaneously."

Much of the second day of the convention was devoted to a golf tournament at the Tacoma Country and Golf Club for the men and a motorboat cruise around the waters of Puget Sound for the nongolfers and the ladies.



PACIFIC NORTHWEST officers: Robert Hammond of Tacoma (center), outgoing president, hands cigar to successor, Dr. Karl Von Harten (left) of Vancouver, B. C. Other new officers are: Sam Smetman, Seattle (seated right), sergeant-at-arms; Don Spellman, Tacoma (standing left), secretary, and Howard Keeler of Seattle (standing right), treasurer

Speakers on the third day included Paul Jacobsen, Western manager of the Wallerstein Company, Inc., who spoke on "A New Idea—Spotting in the Wheel," and Don Gavin, Tacoma

manager of the Pacific Telephone & Telegraph Company, who, with several aides, conducted a clinic on selling by telephone. Emmett T. Anderson, lieutenant-governor of the State

of Washington, spoke on "Legislation and Its Effect on Your Business."

Dr. Karl Von Harten of Vancouver, B. C., was named president for the ensuing year and the 1956 convention

was awarded to British Columbia.

Special entertainment features included a cocktail party on opening night, with the Tacoma Laundry & Dry Cleaners Association as hosts, and

a brunch and fashion feature on the closing day for the ladies. The convention concluded with a reception, installation of officers, banquet and dancing. # #

Oregonians Discuss Legislation

A REPORT on legislation concerning the industry and the formation of a past presidents' council highlighted the state convention of the Oregon Dry Cleaners Association held in Eugene on May 12-14.

Grant Getchell, immediate past president, made the legislative report, informing the drycleaners of current and pending legislation. The main emphasis was laid on changes in the Oregon unemployment compensation law.

Mr. Getchell is also responsible for the past presidents' council idea. This means that all former presidents of the association will be welded into a council to give incumbent officers assistance in their offices. Mr. Getchell pointed out that the association's affairs were becoming so complex that new officers were often left guessing as to how to conduct business properly.

An Institute of Drycleaning man-



NEW OREGON OFFICERS, left to right: Jack Stacey, secretary-treasurer; Roscoe C. Lee, vice-president; Clifford Bissett, president, and Merle Saunders, sergeant-at-arms

agement conference is scheduled to be held in Portland on November 12 and 13, 1955. The convention adopted a new time for the annual meeting which will be held every year on the first weekend of November because of the availability of speakers and the fact that other laundry and drycleaning units meet in May. The convention in 1956 will be held at Gearhart.

About 250 delegates attended. There were two ladies' luncheons and a dance on Friday and Saturday nights.

New officers elected were: Clifford Bissett, Coquille, president; Roscoe C. Lee, Pendleton, vice-president; Jack Stacey, Portland, secretary-treasurer, and Merle Saunders, Eugene, sergeant-at-arms. # #

International Meeting in Montana

AT THE ANNUAL convention of the Laundryowners and Dry Cleaners of Montana, Southern Alberta and Northern Wyoming, held at Great Falls, Mont., May 6-7, William L. Templeton, Calgary, Alta., was elected president. He succeeds Don Topel of Great Falls.

J. L. Sleeter, Havre, Mont., was named vice-president; John Crichton, Calgary, was chosen secretary-treasurer, and the new publicity chairman is Harold Templeton, Lethbridge, Alta.

Directors reelected for the year are Jack Burton, Medicine Hat, Alta., and Duke Dover, Lovell, Wyo. New directors, also elected for one-year terms, are Alec Verlanic, Anaconda, Mont.; Math Dasinger, Sidney, Mont.; Frank Comte, Billings, Mont., and George Glueckert, Missoula, Mont.

At the opening session the featured speaker was Walter Duncan, Phila-

delphia, president of the National Institute of Drycleaning.

C. M. Crees, sales manager of the Industrial Detergents Division, Lever Bros., paid tribute to soap industry developments that improved cleaning products, and to soap industry advertising, which has helped to raise American standards of cleanliness.

James M. Chisholm, assistant sales manager, Sanitone Division, Emery Industries, Inc., warned the delegates to "Never Underestimate the Power of Selling."

Edwin Pearce, Greensboro, N. C., president of the American Institute of Laundering, spoke on the topic, "You and Your Business."

Entertainment included a seafood dinner and dance the first evening, a women's luncheon, a golf tournament for plantowners and allied tradesmen, and the annual dinner-dance on the final evening. # #



OFFICERS, left to right, seated: William L. Templeton, president; J. E. Sleeter, vice-president. Standing: Harold Templeton, publicity director; John Crichton, secretary-treasurer



NEW

ALROLENE



It's Patented

GIVES A LIFT to your SALES

New Alrolene, the patented detergent, gives a visible lift to sales and profits while it smooths your cleaning operation.

Alrolene, the choice of progressive plant-owners, produces brighter work more economically and safeguards the load at all times. New Alrolene is lighter in color and makes filter problems a thing of the past. The anti-static agent in new Alrolene prevents linting and minimizes the need for involved classification of loads.

In every test, Alrolene has proven itself to be the nation's most scientifically advanced detergent. If you insist on quality, you must try Alrolene . . . you will see the amazing difference.



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Gentlemen: Please send us more information on Alrolene for use in:

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☐ Charge System ☐ synthetic solvent.

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Firm _____
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City _____ Zone _____ State _____

**THESE
BEAUTIFUL
TAGS
bring
customers
back!**



To enable Alrolene users to tell their story of quality to customers, a new two-color series of eye-appealing button tags is now available. These tags are designed to advertise your operation, your extra services plus the effort you have made in offering them the finest cleaning possible with Alrolene, the patented dry cleaning detergent developed by one of the world's foremost producers of textile and detergent chemicals.

*Alrolene is a Geigy Trademark for Dry Cleaning Detergents

NEWS NOTES

IN THE TRADE

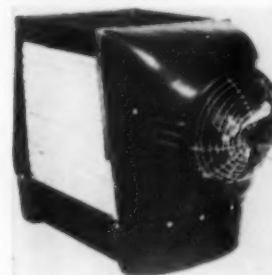
New Spotting Machine



The "Brushaway" spotting machine, recently introduced by McCleary Associates, Inc., Memphis, Tenn., takes the place of hand-brushing and, the manufacturer states, eliminates chafing, cuffing, bruising or distortion of garments.

Linked with charge-soap cleaning, McCleary's Brushaway can be used by either petroleum or synthetic solvent plants. It is said to safely remove embedded soil, water-soluble stains, underarm perspiration rings, and to clean up such areas as collars, cuffs, hemlines, pocket edges. McCleary also states that the Brushaway is effective on suedes and leathers.

New Water Cooler



The "Va-Per," a water recirculating and water cooling system designed to reduce water consumption in plants using water-cooled equipment, has been introduced by Per Corporation.

According to the manufacturer, the new unit reduces water waste of nearly 1,000 gallons a day to 3 or 4 gallons daily.

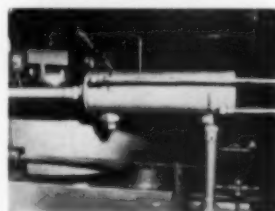
Va-Per recirculates water in the units employing a water coolant and it continually keeps it cool by evaporation. The manufacturer also says that the unit provides an abundance of

low-cost, cool, recirculating water and is especially important in areas where water shortages and overburdened sewers are encountered.

The new unit is constructed of noncorrosive materials with all structural parts made of lifetime, bonded fiber glass. It is lightweight and may be installed on wall or ceiling.

The Va-Per is available in 300- or 500-gallon-per-hour sizes. Information and jobber details may be obtained by writing Per Corporation, 50 Church St., Montclair, N. J.

Solvent Conditioner



In anticipation of warm weather, Manitowoc Engineering Corporation, Manitowoc, Wis., has pointed out that all Manitowoc drycleaning systems are standard equipped with its exclusive solvent conditioner for effective control of solvent temperatures.

The solvent conditioner operates on the principle of heat transfer. The manufacturer claims it is the most economical system available for drycleaners who have water available in temperatures of 70 degrees Fahrenheit or less. Besides the ability to cool, the conditioner can be used during periods of extreme cold to warm solvents, by simply piping steam through the unit.

For easy installation on any drycleaning equipment, the conditioner has been provided with three simple universal fittings for mounting at some point in the clean solvent line.

The conditioner contains a stainless-steel housing and is equipped with copper coils for effective temperature transfer within any type of solvent and in any type of equipment. The stainless-steel jacket will not stain or corrode and the copper coils effect instantaneous temperature transfer, according to the manufacturer.

The company points out that the solvent conditioner can be provided for optional installation on equipment other than Manitowoc.

Hoffman Sales Aid



Designed to increase the volume of hot-weather trade, a new window-display streamer promoting the value of professional cleaning and laundering of summer clothes has been prepared for distribution to plant-owners by the U. S. Hoffman Machinery Corporation.

The new window display streamer bears the message, "Your Cleaner Is Summer Clothes Best Friend." The two-color streamer is the second of a series offered by the company as a service to the industry.

The hard work involved in the old-fashioned methods of hand cleaning and pressing of summer clothes is illustrated on the front side of the streamer. Shown in contrast on the reverse side are the modern machines used in today's professional cleaning plants.

The streamers are available by writing the U. S. Hoffman Machinery Corp., 105 Fourth Ave., New York 3, N. Y., or to any Hoffman dealer.

Brown Airvan 126



Dayton T. Brown Inc. is producing an all-aluminum delivery body, which requires a completely stripped Ford P-350 parcel delivery chassis including seat, according to Frank A. Slocum, sales manager, truck division.

The major features of the new model, Airvan 126, are:

heavy-gauge aluminum alloy construction; 2-cubic-foot storage compartment; one-piece aluminum floor with over 68 square feet of load area on extra heavy gauge; one-piece aluminum alloy roof; 6 feet inside height; 15 square feet of up-front desk area, and nonglare windshield.

The side doors slide on overhead roller-bearing tracks with a 30-inch-wide opening. Wide rear doors lock in open position. The driver's seat is adjustable and can be folded away under the steering wheel.

For further information, write Dayton T. Brown Inc., 1305 Strong Road, Copiague, N. Y.

Prosperity Press Redesigned



The Prosperity Company, Inc., Syracuse, N. Y., has announced modernized designing of its complete line of EZD models.

The new models give faster and safer finishing of heat-sensitive synthetics and mixtures, as well as all wools, silks and cottons, according to the manufacturer.

The new presses, Prosperity claims, eliminate moire, puckering, steam marks and glazing or fusing of synthetics, and avoid button seam and zipper imprints.

Other features of the mechanically new EZD models provide even, diffused top steam and controlled temperature; smooth and positive control of bottom steam in any volume; smooth, quick-operating and vibrationless hydro-check, and simplified air hook-up. A muffler accessory is offered to insure quiet operation.

New Singer Data Folder

Singer Sewing Machine Company offers a free new data folder as a convenience in main-

taining an orderly compilation of leaflets, data sheets, mailing pieces and similar printed matter pertinent to the sewing room.

Singer has included in the data folder, as a collection starter, the new booklet "Singer Sewing Machines Classified by Federal Stitch Types," as well as several leaflets of general interest. The booklet contains diagrams of the different stitches for which specifications have been prepared by the U. S. Government.

The data folder can be obtained by writing to Singer Sewing Machine Co., Dept. CD 83, 149 Broadway, New York 6, N. Y.

Vic Regulator Valves



Vic Cleaning Machine Company has introduced a new item called the Vic Water Saver and Temperature Regulator Valve for use with stills, muck reclaimers, solvent savers and heat exchangers. These valves maintain the temperature at the point desired without constant checking and re-setting. They are easy to install where required.

For further information, write Vic Cleaning Machine Co., 1313 Hawthorne Ave., Minneapolis 3, Minn.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

Milnor Redesigns Extractors



Norvin L. Pellerin, president of the Pellerin Milnor Corporation, has announced the redesign of its 26- and 30-inch dry-cleaning and laundry extractors.

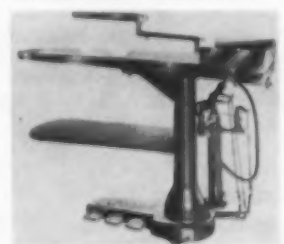
The new extractor is equipped with a stainless-steel curb and lower skirt. It features a 1-inch steel boiler-plate base, Milnor ballbearing extractor drive, and cover and brake interlock devices.

These extractors are furnished with magnetic-type motor starters which are provided with double-motor overload protective devices of both the thermal and current-sensitive types for maximum protection against motor overload.

The manual, semi-automatic and fully automatic models, including timer-controlled, air-operated brakes, are available in the new extractors for all standard electrical specifications.

For further information write to Pellerin Milnor Corporation, P. O. Box 7313, New Orleans, La.

Hoffman Spotting Board



A new stainless-steel spotting board which offers an immediate choice of wet or dry steam via a patented monodual valve and provides up-steam from the board has been announced by the U. S. Hoffman Machinery Corporation.

The new spotting unit is equipped with vacuum drying and a sleeve attachment. The stainless-steel top is both acid- and alkali-proof and has a removable section which can be shifted or removed to control and concentrate the vacuum.

A petcock drain valve makes

it unnecessary to dismantle the tray for draining. The unit also features stainless-steel stems and seats for valves, the latter of which are easily interchangeable. Over-all stability of the board is the result of newly designed and heavier castings.

The spotting board is also available, in limited number, with push-button controls mounted on the handle of the gun. Foot pedals have been completely eliminated.

Further information can be obtained by writing U. S. Hoffman Machinery Corp., 105 Fourth Ave., New York 3, N. Y.

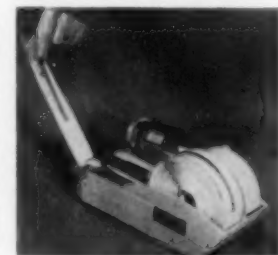
New Lathem Recorder



Louis P. Lathem, Jr., general manager of the Lathem Time Recorder Company, Atlanta, Ga., has announced its new 1955 Model 3871 recorder which will time-stamp any material. It prints on the edge of any material, Mr. Lathem states, from flimsiest tissue to heavy card stock or, if desired, carbon copies can be inserted. A one-hand operation positioning is more accurate and slight pressure of the finger tips on the registering bar trips the printer.

The new time recorder is encased in a small compact case which consists of an oversized motor, lifetime guarantee type wheels, rust-resistant-treated parts, and self-reversing ribbon that is replaceable without re-threading. An automatic model is also available.

Carry-Pack Dispenser



A new handle and tape dispenser for dispensing Carry-

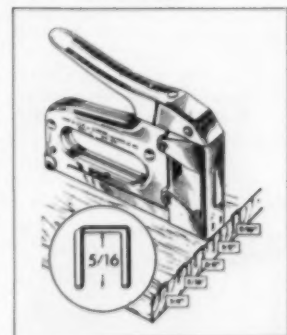
Pack Handles is designed for faster, more economical packaging in laundry and drycleaning establishments. Rolls of colorful gummed handles and matching tape are placed side by side in the same dispenser. A clerk can apply a handle to the top and tape to the bottom of a package in just six seconds.

Carry-Pack Handles can be applied to packages, boxes or bags with equal ease, the manufacturer states, and are especially good for wrapping men's shirts. They eliminate stapling or string tying, and are said to end the wrinkle problem.

Dispensers for Carry-Pack Handles are not sold or rented but are loaned without charge by the manufacturer. All the store buys are the tape and handle rolls necessary to meet its requirements. Service needs, other than a weekly washing of the brushes, are also provided free by Carry-Pack.

Additional information may be obtained by writing Carry-Pack Co., Ltd., 9525 W. Irving Park Road, Schiller Park, Ill.

New Arrow Staple

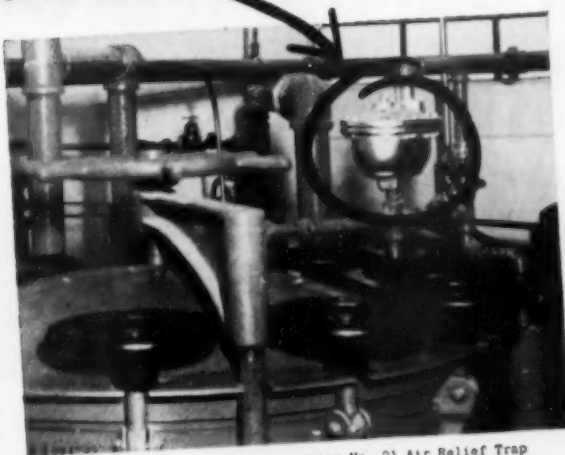


Arrow Fastener Company, Inc., has added a 5/16-inch leg length staple size to its line of No. T-50 gun tacker staples.

The manufacturer claims that many applications require a specific size staple for best results and using a longer leg staple than necessary may not drive the staple home flush. The manufacturer advises that the thickness of material be measured allowing approximately 3/16 inch for penetrating wood. This precaution will insure satisfactory results.

With the addition of the 5/16-inch staple, five sizes are now available: 1/4-, 5/16-, 3/8-, 1/2- and 9/16-inch. This wider range of staple sizes will fit most nailing applications. All No. T-50 tacker staples are wedge-pointed and made of .050 gauge wire.

Further information can be



Here's the no-trouble Armstrong No. 21 Air Relief Trap on Mr. Tidwell's 5,000 gallon mineral spirits filter.

"Armstrong Air Vent Trap Increases My Solvent Filter Capacity . . ."

Says W. V. Tidwell

"No Manual Venting . . . No Trap Worries . . . Less Maintenance"

Every laundry and dry cleaning plant owner can easily gain the benefits Mr. Tidwell has. A telephone call to your local Armstrong Representative will solve your venting and trapping problems. For details write the factory.



**AIR VENTING TRAPS
STEAM TRAPS**

Gentlemen:

Your representative interested me in changing to Armstrong Traps about 14 years ago. Since worries have been over. As I add equipment I just call your representative and he installs the right model and size trap and I can forget all about them.

My new plant, just completed, is 100% Armstrong Trap equipped, and as usual giving perfect satisfaction.

I installed my first Armstrong No. 21 Air Vent Trap on top of my mineral spirits filter, to release the accumulated air, about 5 years ago. I have never had one minute's trouble with this trap and I consider it one of my most valuable pieces of equipment. We never have to purge the air from our filter by hand any more, and this gives my filter greater capacity. It is always full of mineral spirits, as there is no accumulation of air in the top of the filter.

It has been a pleasure using Armstrong Traps and dealing with your representative. The service has been 100% satisfactory.

Yours very truly,

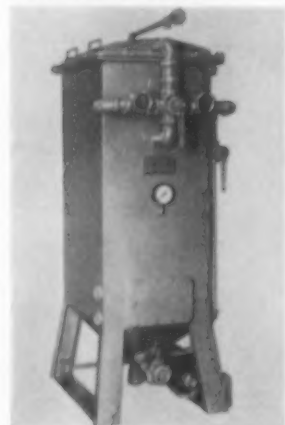
W. V. Tidwell
Owner,
Spotless Cleaners.

ARMSTRONG MACHINE WORKS
850 Maple Street, Three Rivers, Michigan

Armstrong Traps available through Armstrong Factory Representatives, Jobbers and Laundry Supply Houses.

obtained by writing Arrow Fastener Company, Inc., 1 Junius St., Brooklyn 12, N. Y.

New Washex Filter



Recently announced Washex tubular filter is available in sizes from 2,000 to 15,000 gp.h. Literature may be had from Washex Machinery Corporation, 192 Banker St., Brooklyn 22, N. Y.

Compressed-Air Handbook



A new bulletin issued by Sarco Company, Inc., comprises a handbook with hook-up sketches to help users of compressed air to improve the capacity of their installations. It features cooling controls for compressor jackets, aftercoolers and intercoolers, and also describes drain traps, electric

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

thermostats and pressure switches.

For a free copy of Compressed Air Handbook No. 520 write to Sarco Company, Inc., Dept. P, Empire State Building, New York 1, N. Y.

New Perc-Computer

A new computer is being offered by the John P. Lynch Company which gives the dry-cleaner the cost per 100 pounds of clothes cleaned in perchlorethylene solvent in one simple setting. It also simplifies solvent cost accounting on a dollars-per hundred pounds of clothes cleaned basis.

The Perc-Computer is offered free with the purchase of either the 6-package carton or 12-bottle case of B-X. By August 1 one coupon, redeemable for one Perc-Computer, will be found in all B-X cartons or bottle cases. This computer is not offered for sale and is obtainable only through this coupon program.

The coupon for each computer desired should be sent to the John P. Lynch Co., 1401 16th St., San Francisco, Calif.

New Mercury Units

Mercury Cleaning Systems, Inc., Evanston, Ill., has announced the addition of semi-automatic units to its line of Numatic, completely automatic drycleaning units.

The new semi-automatic units are redesigned with 3-inch dump line, self-priming centrifugal pump, and single 3-way valve to control the flow of solvent from the filter.

These units are available in sizes 30- to 48-pound dry weight capacity, according to Norbert Hackett, Mercury president.

Paris Master Finisher



Garment Finishing Equipment Corporation, Cambridge, Mass., has announced its new model, Paris Master Finisher.

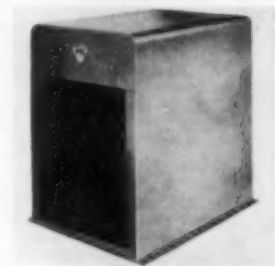
A major feature of this new model is the automatic control of the steam cycle which can be shortened or lengthened by a turn of the dial knob mounted at the base of the finisher.

With this new automatic feature the operator starts pressing when the steam comes on. At the end of the steam cycle, about 4 to 6 seconds for one average garment, the fan is turned on automatically.

Both this automatic and the manual model are self-adjusting to all garment sizes by one lever movement. This construction displaces the zippers for size control of the nylon form.

Felix Renick, president, announces this model can be had on a 10-day free trial basis.

Vic Introduces Coolers

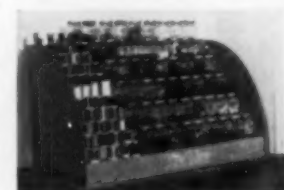


The Vic Cleaning Machine Company has developed the Vic Heat Exchanger (top) which removes heat from hot solvent so that the solvent becomes properly cool. This in turn increases its efficiency, stops bleeding and fading of colors, undue wrinkling of fabrics, speeds up handling, and improves drycleaning quality.

The Vic Water Chiller (bottom) has also been developed to solve the problem of hot solvent. The new unit is designed for use in areas where large quantities of cool water are not readily available at low cost. It is a "closed system" type, constantly reusing the water which is recirculated. This system can be valuable when it is necessary to cool more than one unit, as in a two-bath system where rinse solvent and soap solvent are to be cooled.

Vic offers advice by its engineering and planning staff to determine the best system for each individual need. Additional information may be obtained by writing Vic Cleaning Machine Co., Minneapolis 3, Minn.

Button and Thread Rack



The W. G. Gullett Company, 109 S. Third, Ponca City, Okla., has introduced the "Labor Miser Button and Thread Rack."

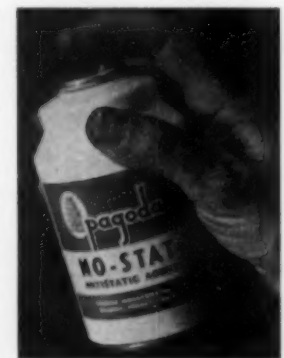
Labor Miser's display rack holds 48 unbreakable plastic button bins, 72 large spools of thread or over 100 small spools. It is constructed of 22-gauge paintlock steel, spot-welded throughout, with a gray hamertone enamel finish. It is 22 inches wide, 22 inches high, and 32 inches long. It can be placed on a table or hung on a wall.

New Grille on Divcos

The latest improvement incorporated as standard equipment on all Divco delivery route trucks is a new design Hi-Vent grille, according to G. E. Muma, president of Divco Corporation, 22000 Hoover Rd., Detroit 5, Mich.

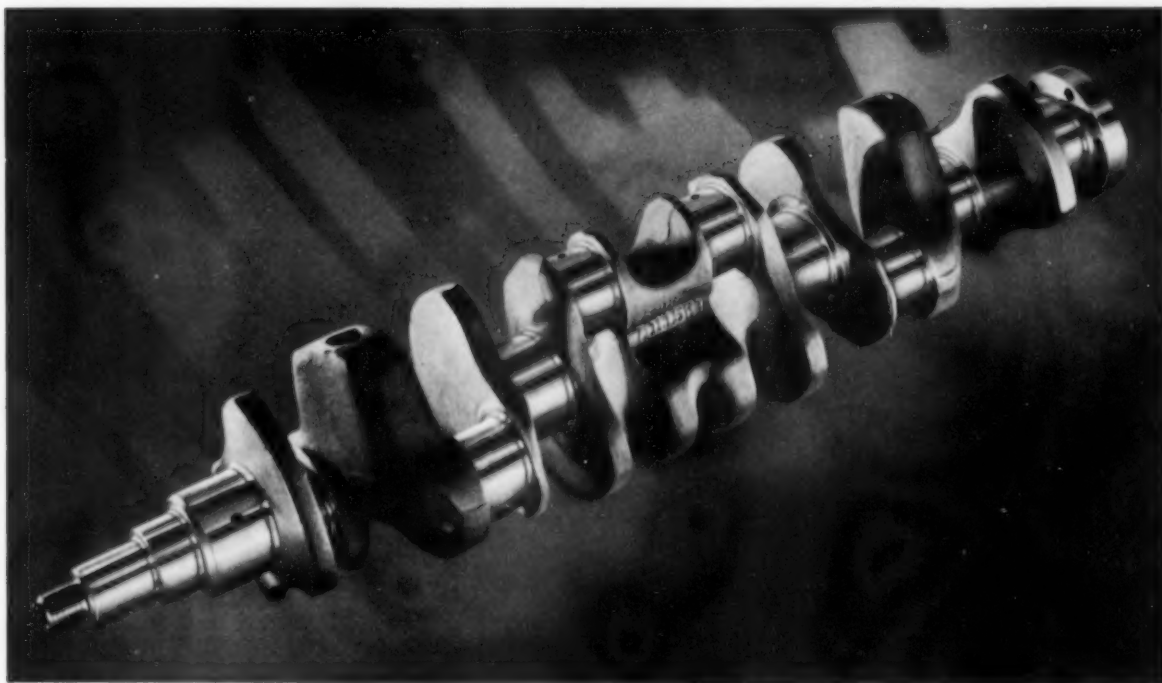
The new grille provides increased frontal or cooling area, one-piece construction, improved appearance, and increased protection against corrosion. It will fit all Divcos manufactured since 1938.

New Antistatic Agent



A new antistatic agent called No-Stat takes care of fly-away or unmanageable clothes pro-

A truck engine needs a "backbone" like this—



to save you the **BIG** money

Crankshafts are just one example of INTERNATIONAL all-truck engineering that saves you the *big* money.

Of the five leading makes, only INTERNATIONAL builds a complete line of models that are *all-truck* . . . with no automobile engines or components asked to do a truck job.

You save the most with an INTERNATIONAL that's *all-truck* built to last longer. It earns its keep in lower over-the-years operating and maintenance cost. It pays for itself in use. It saves you—earns you—the *big* money.

Keeping costs down has made INTERNATIONAL the heavy-duty leader for 23 straight years. Let your INTERNATIONAL Dealer or Branch show you the right INTERNATIONAL for your job—built to save you the *BIG* money.

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INTERNATIONAL[®] TRUCKS



All-Truck Built to save you the **BIG** money!

Top TV Comedy! Ronald Colman and Benita Hume in
"The Halls of Ivy," CBS-TV, Tuesdays, 8:30 p.m., EDT

International Harvester Builds **McCORMICK**® Farm Equipment and **FARMALL**® Tractors... Motor Trucks... Industrial Power... Refrigerators and Freezers

From fiery forges and precision machines come extra-strong INTERNATIONAL crankshafts. Those used in light-duty models are 17% heavier than the average of comparable forged or cast alloy 6-cylinder designs—for maximum strength and rigidity, long life.



There's an INTERNATIONAL exactly right for every multi-stop delivery job—all truck built to save you the *BIG* money. 22 models with famous, long life METRO®, METRO-LITE or METROETTE bodies in GVW ratings to 16,000 lbs. and body capacities to 465 cubic feet.

The "Orvus Extra Way" is the Easy Way!

A lot of wet cleaning jobs you normally consider tough are just routine jobs when you use Orvus Extra Granules.



Heavily soiled garments such as wash trousers, reversibles and athletic uniforms are easy to clean with Orvus Extra. That's because this time-tested synthetic detergent contains a unique blend of builders that boosts detergency, gives exceptionally thorough cleaning results, and yet offers unusual safety to fabrics.

In the wheel...on the scrub table...Orvus Extra does things for garments that you and your customers will like. Your first Orvus Extra order will prove it.

Procter & Gamble CINCINNATI, OHIO

— the multi-purpose synthetic detergent

ORVUS
EXTRA GRANULES

duced by static electricity with one spray from the spray can on the fabric, the manufacturer claims.

The product is said to be harmless to textiles and safe to use. It is effective on nylon, dacron, rayon, wool and dyneel fabrics. The one application will last for several weeks or until washed or cleaned from the fabric. Fabrics treated with No-Stat will not pick up lint or dust or cling uncomfortably. The spray can is 16 ounces.

For further information write Pagoda Industries, Inc., Ninth St. at Oley, Reading, Pa.

New Vic Tubular Filter

The new Vic Tubular Filter is available in all Vic Model 32, 59 and 23 Series Machines.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

This filter, when used with a Vic Model 65 Muck Cooker, allows the attendant by opening a valve to blow the muck directly from the filter into the muck cooker without any handling of the damp muck. This is done at the end of the working day. At the end of the week, the steam is turned on in the muck cooker to recover all the solvent from the muck. The residue remaining is the dried-out filter powder which is easy to remove.

For further information, write Vic Cleaning Machine Co., 1313 Hawthorne Ave., Minneapolis 3, Minn.

Multi-Thread Reels



The Reel Thread Company, Fort Madison, Iowa, recently

introduced its "Multi-Thread Reels," a rotating unit which holds 70 700-yard spools of thread in one compact space.

A double-size 140-spool reel is also available for larger operations or where such a reel can be placed between two operators.

Both sizes can be attached to the wall, hung from the ceiling or set on stands between two workers or on work tables adjacent to and in easy reach of machine operators.

Sarco Releases Bulletin

The new self-powered Sarco T44 Cooling Control is described in a bulletin recently issued by Sarco Company, New York 1, N. Y.

The new cooling control holds the temperature of cooling water in jackets or coils of equipment such as compressors, oil coolers, condensers and stills. The adjustable range is between 40° and 200° F. The control is fully modulating and has a single-seated valve suitable for use with water-containing, scale-forming minerals.

The bulletin includes typical hook-up sketches. Write for Supplement 1 to Bulletin 700-A, Sarco Company, Inc., Dept P,

Empire State Building, New York 1, N. Y.

National Cleaners Dip Tank



National Cleaners Chemical Manufacturing Company has made the specially designed, lightweight "dip tank" available as part of a Nova-Tex Dry Size introductory offer.

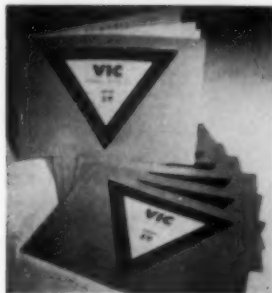
The tank will be delivered at a special low price with initial orders of one or more cases of Nova-Tex Concentrated Dry Size. The tank is a lined 30-gallon unit with cover and heavily plated dip basket.

The dip tank permits individ-

ual treatment and easy-to-control degree of extraction for particular fabrics. The dip method is efficient for volume and small runs, enabling the re-use of the solvent after extraction.

For further information, write National Cleaners Chemical Manufacturing Co., 2807-11 West Lake St., Chicago 12, Ill.

Vic Releases Booklet



A three-color booklet just issued by the Vic Cleaning Machine Company describes in detail its complete line of synthetic Econo drycleaning units. It includes manual, semi-automatic and automatically operated machines.

For a free copy write for the No. 59 Series Catalog to Vic Cleaning Machine Company, 1313 Hawthorne Ave., Minneapolis 3, Minn.

All-Purpose Sizing



A new all-purpose garment sizing has been placed on the market by H & A Sizing Company, 3012 Central St., Evanston, Ill.

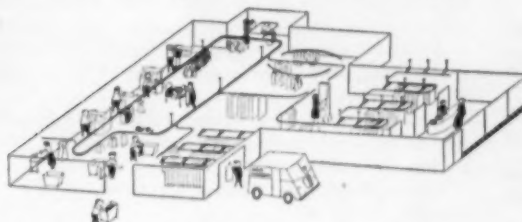
The new sizing is applied by spray only and will not clog the spray gun, according to the manufacturer. The company also claims this product can be used on all fabrics, including synthetic materials; is especially beneficial on faille, shantung and polished cottons, and will not swale or ring when sprayed on garments. The sizing is already prepared, which eliminates mixing.

Henrici Offers New Promotional Cards

Henrici Laundry Machinery Company, Henrici St. (Mattapan), Boston 26, Mass., has special printed promotional cards which are available to drycleaners, particularly for use during the slow-season months to promote additional drycleaning business.

The cards are designed to slip into the breast pocket of men's suit coats and are directed to solicitation of neckties for cleaning and refinishing. There is sufficient space on the cards for the individual drycleaner to have his plant's name and address imprinted.

White Perfects Completely Automatic Conveyors



White Machine Company, Newark, N. J., has announced that it has completed perfecting its completely automatic, electrically powered overhead rail conveyor system.

The manufacturer states that the computed cost of electrical operations is less than 10 cents per day, which varies depending on local electricity cost.

The system is powered by a

specially designed motor drive unit with variable speed controls from 10 to 30 feet per minute, and moves a maximum of 2,000 pounds. A special feature is the override clutch. The chain strength is tested at 2,300 pounds.

For descriptive literature, write to White Machine Co., 14th St. & Lafayette Ave., Kenilworth, N. J.

RELIABLE

NEW, EXCLUSIVE STAR LINE PERFORMER!

FIRST IN THE INDUSTRY!

Special insulated DUAL PURPOSE DRUM

ECONOMICALLY PRICED

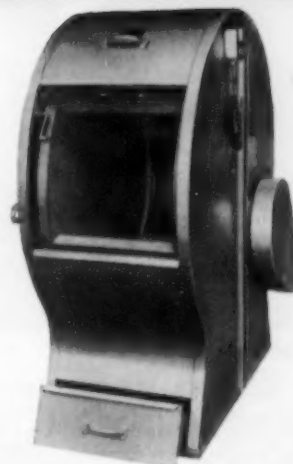
\$275⁰⁰

Complete with A.C. motor.
Crating charge \$15.00,
F.O.B. Brooklyn, N. Y.

CLEANS ALL FURS THE FURRIERS WAY!

CLEANS ORLON AND DYNEL PILE FABRIC COATS

SUCH AS BORGANA AND SIMILAR FABRICS.



**HEADQUARTERS FOR A COMPLETE LINE OF
FUR AND GARMENT STORAGE EQUIPMENT,
FUR CLEANING AND GLAZING EQUIPMENT.**

RELIABLE MACHINE WORKS, INC.

231 Eagle St., Brooklyn, N. Y.

RELIABLE MACHINE WORKS, INC.

231 Eagle St., Brooklyn 22, N. Y.

Gentlemen: Please send me information on the

- ☐ "Special" Drum
☐ Fur Cleaning
☐ Fur Storage

Firm Name _____

Name _____

Address _____

City _____

Zone _____

State _____

Jabber's Name _____

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SOLVINK

**REMOVES STAINS SAFELY
IN SECONDS—
NO RUBBING, NO POUNDING**

Rubbing and pounding stubborn stains is harmful to even the most sturdy fabric. Now Solvink eliminates forever this harsh method of spot removal.

Solvink's penetrating action soaks out stains of ink, blood, rust, paint in a few seconds . . . makes spotting quick and easy.

And Solvink is guaranteed safe for all fine fabrics when used according to directions . . . saves time, cuts spotting costs.

Order from your jobber or write us for free sample.

One ½ pint set (2 solutions) . . . \$2.25.

Also economical pint, quart and gallon sizes.

And you can use these companion products profitably, too . . .

- **TANSOL**—for Tannin Stains
- **GREENZYME**—Digestant
- **IODASE**—for Iodine Stains

GREENVILLE CHEMICAL COMPANY
P. O. Box 1087 Greenville, S. C.

• SOLVINK • SOLVINK • SOLVINK • SOLVINK •



New Fletcher Distributors



ROBERT L. WOLFF



FORREST ARMSTRONG

Fletcher Works, Inc., Philadelphia, Pa., has announced the appointment of two distributors to handle its new "Flow-Clean" washer-extractor on an exclusive basis, in line with its recently announced marketing policy.

The distributors are: Armstrong Machinery Company, 381 Peachtree St., N.E., Atlanta, Ga., headed by Forrest Armstrong, which will cover the entire state of Georgia and eastern Florida; and the Robert L. Wolff Company, 609 West Lake St., Chicago, Ill., headed

by Robert L. Wolff, which will cover Illinois and southern Wisconsin.

Flow-Clean operates on the principle of agitation rather than lifting and dropping the garments. Since the machine is self-balancing, only an extractor foundation is required.

Columbia-Southern Promotes Robertson

The appointment of C. T. Robertson to the newly created

position of assistant district sales manager of Columbia-Southern Chemical Corporation's New York City district office has been announced by W. I. Galliher, vice-president in charge of sales.

Prior to his appointment, Mr. Robertson had served as a salesman for the Philadelphia district office. He has been associated with Columbia-Southern since 1946.

Salomon Appoints Rossetto



AUGUST M. ROSSETTO, JR.

L. A. Salomon & Bros., New York, N. Y., has announced the

appointment of August M. Rossetto, Jr., as its technical sales representative. Mr. Rossetto will aid drycleaners on technical matters concerning the conditioning of solvent.

Mr. Rossetto was formerly sales representative for a chemical firm. He is a graduate of Kenyon College with a degree in chemistry.

Stauffer Appointments

Wyman L. Taylor has been appointed San Francisco district sales manager of industrial chemicals of Stauffer Chemical Company, 380 Madison Ave., New York 17, N. Y. He replaces R. N. Nason, Jr., who has resigned to become an active partner in the E. S. Browning Company.

Mr. Taylor has been with Stauffer since 1946, first in the industrial chemical sales department and later as agricultural sales manager in the San Francisco district.

J. L. Keena has been appointed sales representative in the Midwest area of the Agricultural Chemical Division, according to Dan J. Keating, director of sales. Mr. Keena will be located in the company's Chicago office.

Bishop David Freeman Co. Combines Three Operations



DAVID A. FREEMAN

The Bishop David Freeman Co., Evanston, Ill., continues under one new name the operations of the former G. H. Bishop Co., Davis Specialties, Inc., and Dryco Division, according to David A. Freeman, president of those firms for many years and now president of the new company.

With a solid background of service to the cleaning industry and a full appreciation of its garment-finishing needs, David A. Freeman founded Davis Specialties 20 years ago. Since then thousands of plantowners all over the world have associated Mr. Freeman with "metal-to-fabric" finishing.

When, some five years ago, a careful study of fabric trends made it apparent that man-made fibers would present tremendous problems to the industry, Mr. Freeman launched a research and development program which, at the cost of a quarter-million dollars, resulted in the introduction recently of the two Freeman Doubleplates—"Fabric-Safe" for wool-type fabrics, and "Lusterplate" for silks and all lustrous textiles. These made it possible for present presses to be converted into all-purpose machines for safe finishing of the new man-made fibers as well as better finishing of every type of fabric.

In 1939 Mr. Freeman purchased the G. H. Bishop Co. (founded in 1893), and began making plant surveys all over the nation to determine the products needed to increase plant efficiency. Heavy investment in field studies and product development led to such widely known products as the Bishop Clothes Cart, Self-Assembling Sorting Reel, Bag-O-Teer, Shirt Folding Table and a full line of Sorter-Transporters.

Shortly after acquiring G. H.

Bishop Co., the Dryco Corporation was added to round out the line of finishing aids and equipment. Again, research began. Less than a year later the first solenoid-operated steam-electric iron was introduced. Mr. Freeman soon followed this up with the presentation of the Spra-Spotting system, as well as a complete line of puffers and finishing boards.

All orders, remittances and correspondence concerning any of the three formerly separate companies should now be sent to Bishop David Freeman Co. Product names and model numbers, however, remain as they were.

Risdon Awarded Seal

Risdon Self Cover Buttons have successfully passed the tests of the Good Housekeeping Laboratories and will carry the Guaranty Seal, it has been announced by S. L. Hotchkiss, sales manager of the Wire Goods Division, The Risdon Manufacturing Co., Naugatuck, Conn.

The seal will be shown prominently on the face of the Risdon button card and will also be featured in Risdon's expanded advertising campaign in *Good Housekeeping* and other national magazines. In addition to the Good Housekeeping Seal, Risdon's advertising will feature the exclusive, perforated Push-Out Pattern contained on the button card to give the user exact fabric size.

Wichita Representative



L. E. MOULTHROP

L. E. "Monty" Moulthrop has been appointed field sales representative for the Wichita Precision Tool Company, Wichita, Kans., according to an announcement by R. A. Hamilton, general manager.

Mr. Moulthrop has been associated with the drycleaning and laundry industry for the past 25 years. He has owned and operated plants throughout various sections of the country.

Prior to his affiliation with Wichita, Mr. Moulthrop was a

ALL THE FACTS YOU NEED!



THE NEW LANE CATALOG No. 4

Gives all the data you need to select the finest canvas baskets, hampers and trucks for your laundry or related operation. The sixteen styles most popular in the laundry field are illustrated and described fully. The new catalog includes such items as the Style 45 extra heavy duty basket shown below.

Look into STYLE 45 for Dependable service at low cost

- Hardwood bottoms—dual riveted—stronger than steel
- Heavy Lane duck for longest wear
- Short, tightly drawn stitches of long-staple cotton thread for greater strength
- Longitudinal shoes firmly held by double riveted cross-boards
- Self-embedded rivets prevent sharp cutting edges



SEND TODAY FOR YOUR FREE COPY OF
THE LANE CATALOG No. 4

Clip the coupon below

Lane



W. T. LANE & BROS., INC., Poughkeepsie, New York

Please send me my free copy of
the Lane Catalog No. 4.

TRADE MARK

Name _____

Company _____

Address _____

Town _____

Zone _____

State _____

My distributor is _____

10-24

STOP HIGH CUSTOMER LOSS

You Can GET AND HOLD New Customers With The TERGIT-REE-DRAPE SYSTEM.

The TERGIT-FOG AND SPOTTING SYSTEM practically eliminates wetcleaning and board spotting, far beyond what is possible in machine cleaning with high detergent charge and use of an extraordinary amount of water; besides, it speeds production at lower cost and eliminates the hazards connected with using a lot of water in machine cleaning. TERGIT also contains a powerful yet harmless germicide and deodorant and it destroys perspiration and other odors without leaving an odor of its own.

The TERGIT-FOG AND SPOTTING SYSTEM can be taught to an inexperienced operator in a

short time and can be used on all classes of materials except soft woollens and cellulose acetate velvet, without shrinkage and with safety to colors and fibers.

The TERGIT-FOG AND RE-SPOTTING SYSTEM is being used with great success by quick-service plants as practically all garments go right through without the need of after-spotting, wetcleaning, or the necessity of re-running. However, large production plants usually prefer to run everything through drycleaning and then use the TERGIT-FOG AND SPOTTING SYSTEM on garments that need it, followed by re-running.

The TERGIT-FOG AND SPOTTING SYSTEM has been used in many drycleaning plants for several years, which proves that it is

thoroughly practical, and it is an original development of Riverside Manufacturing Company, who guarantee results claimed for it.

Riverside recommend use of the TERGIT-FOG AND SPOTTING SYSTEM in connection with machine cleaning in solvent charged with 1% of Riverside's SUPER SOLTEX and say that if the cleaner will also use Riverside's REE-DRAPE dry size to impart new body, feel and finish to lightweight garments particularly, he can do a job that will get and hold new customers for he will be selling benefits his customers can see and feel. Samples of TERGIT and REE-DRAPE with full details will be supplied on request. Write Riverside Manufacturing Company, 4919 Connecticut Street, St. Louis 9, Mo.

PAID ADVERTISEMENT

salesman of laundry and drycleaning equipment, and sales and technical advisor for a large soap company. His accomplishments include the invention of a pinless shirt folding board, and the invention of the Pil-O-Bar, the pillow renovator which is the latest Wichita Precision Tool Company product. Mr. Moulthrop will travel throughout the United States for the Adjusta-Form Steam-Air Finisher and the Pil-O-Bar.

Cissell Adds to Plant

The Cissell Manufacturing Company has announced that it is constructing new additions to its Louisville, Ky., factory. The construction project will add approximately 7,500 square feet to the present floor space of the plant.

A large percentage of the space will be utilized exclusively by the tumbler department. It will provide a larger assembly area and will permit consolidation of various operations in one central location. Space will be available for a larger valve department, plating, tool, polishing and shipping rooms.

The second expansion program by the company in the last two years is expected to be completed in October.

Forse Names Two to Sales Staff



WILLIAM J. HARTSEN

The appointment of F. B. (Bob) Webb as Southwest district sales manager of the Forse Equipment Corporation, Anderson, Ind., has been announced by Ray Solomon, Forse sales manager.

For five years Mr. Webb was manager of a drycleaning plant in Alexandria, La., then operated his own drycleaning establishment in Alexandria for four years. He has also been associated in sales and executive capacities with several well-known machinery manufacturers.



F. B. WEBB

Mr. Webb will maintain his headquarters in Alexandria.

William J. Hartsen has been appointed regional sales manager in charge of all Forse sales in New York state and in western Pennsylvania.

Before joining the Forse organization, Mr. Hartsen served four years as sales representative for a leading chemical manufacturer in the drycleaning field.

A native of Rochester, N. Y., Mr. Hartsen has established his sales headquarters in that city.

Dicalite Anniversary

On April 1, the Dicalite Division of the Great Lakes Carbon Corporation celebrated its twenty-fifth anniversary, according to an announcement by D. Loring Marlett, vice-president and general manager of Dicalite Division, Great Lakes Carbon Corporation. During Dicalite's 25 years of operation, it has produced and shipped over 50,000,000 bags of diatomite products all over the world.

Edward A. Harris is operations manager of the Division's two plants in California and one each in Oregon and Nevada. A national and international sales engineering organization is headed by Joseph E. Moran, general sales manager. The Division has its own laboratories for sales service, quality control and product development under the management of Dr. Paul W. Leppla, technical director.

In 1936 the plant and deposit of The Oromite Company, Oregon, became the second Dicalite property. Great Lakes Carbon Corporation acquired The Dicalite Company in 1944, and merged it into its organization as the Dicalite Division. Additional deposits at Lompoc,

Calif., and a third deposit and plant at Basalt, Nev., were added. In 1952, Great Lakes Carbon Corporation completed building and put into operation the fourth Dicalite plant at Lompoc, Calif.

Beginning before World War II, and continuing ever since, a modernization program has been carried on at the first three Dicalite plants, which has increased output capacity and product improvement.

Quality Promotes Cunningham



E. J. CUNNINGHAM

E. J. Cunningham has been appointed director of sales for Quality Products Company, Chicago. Mr. Cunningham is in charge of all sales and service to jobbers and suppliers in the United States. He has had 25 years of experience in the dry-cleaning and laundry field.

Harvester Staff Changes

Appointments of John W. Branta as supervisor of International motor truck advertising

and of William A. Adler as sales promotion supervisor have been announced by M. F. Peckels, manager, Consumer Relations department, International Harvester Company.

Mr. Branta, formerly motor truck sales promotion supervisor, succeeds Samuel E. Houston, retired. Mr. Adler was previously a sales promotion supervisor on the company's industrial power products.

Fred J. Grede continues as general supervisor of International truck advertising and sales promotion in the Consumer Relations department, while Robert B. McAllister, supervisor of dealer advertising, assumes the editorship of *International Trail*, a nationally circulated Harvester publication for motor-truck fleet operators, in addition to his other duties.

Dow Appoints Filter

Paul L. Filter has been chosen by The Dow Chemical Company, Midland, Mich., to head its public relations section in the New York office, according to an announcement by Arthur Smith, Jr., director of the public relations department.

Mr. Filter joined Dow in 1949 after graduating from the University of Michigan with a Master of Arts degree in journalism. He has served with the Army for four years during World War II.

Mr. Filter has a broad background in over-all company public relations activities and has concentrated in recent years on service to the company's magnesium department and to the magnesium industry through the Magnesium Association, serving for a time as chairman of the association's public relations committee.

Sanitone Holds Two-Day Meeting

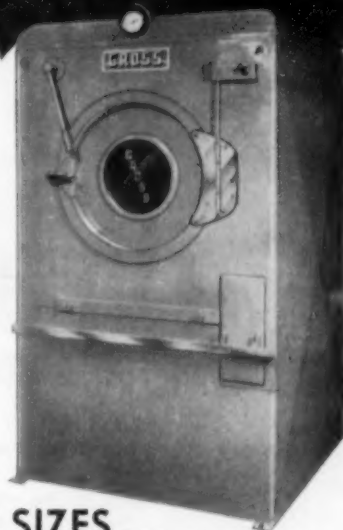


District managers, advertising agency executives and members of the sales and advertising departments of Sanitone Division, Emery Industries, Inc., met recently in Cincinnati for a two-day conference on market-

ing and merchandising methods aimed to give Sanitone licensees additional help in the increasingly competitive drycleaning market.

Shown in the photograph, left to right, standing, are: K. By-

THE NEW GROSSAIR DE LUXE PERK-CLAIMER OPEN-END TUMBLER



3

SIZES...
for Every Purpose
LOW PRICES...
for Every Purse

36" x 24" Size	30 LB. CAPACITY	\$1250 Complete—No Extras
36" x 30" Size	40-45 LB. CAPACITY	\$1395 Complete—No Extras
38" x 36" Size	60-70 LB. CAPACITY	\$1750 Complete—No Extras (F.O.B. Factory)

- GREATER SYNTHETIC SOLVENT RECLAIMING
- EXCLUSIVE NEW PIN-N-BUTTON TRAY
- EXCLUSIVE TEMPERATURE DIAL THERMOMETER
- FASTEST DRYING TIME IN THE INDUSTRY
- HIGHEST DEODORIZING EFFICIENCY
- VAPOR-TIGHT LINT TRAP
- MOISTURE SEPARATOR

By a unique dual coil and continuous circulating system, the GROSSAIR PERK-CLAIMER reclaims the solvent almost completely! And its unique dual damper automatic system draws fresh air into the tumbler and discharges minute vapors safely through the rear—away from the unloading operator. It's a revolutionary new development—AT REVOLUTIONARY LOW PRICES!

Write, wire or phone for details now.



GROSS MACHINERY CO., Inc.
183 HALBERT ST.
Founded 1923 Buffalo 14, N. Y.

Originators and Manufacturers of the World's Finest Dry Cleaning Equipment

It goes hand-in-hand with
quality drycleaning...



Tru Color DYEING
for GARMENTS · RUGS · HOUSEHOLD FURNISHINGS

Choice of
E-Z-PRESS
SEMI-FINISHED
or
FINISHED-TO-FIT
SERVICE

Also . . . SUEDE and LEATHER CLEANING,
GLOVE CLEANING, REWEAVING, FLAME-
PROOFING, SHOWERPROOFING (send
everything in same bundle with dyework)

Write for trade price list, marking and mailing supplies

TRU COLOR DYE WORKS, INC.
24-47 44th St., Long Island City 3, N. Y.

Mail-Order
"Supermarket"
of Sideline
Services

SCRUB-O-MATIC

garment
scrubber

Eliminates the toughest
job in the plant. Just
dip garment in solution
and pass through brushes.
Better than hand scrub-
bing. Does up to 80 gar-
ments per hour. White
porcelain tank. Write for
catalog and prices.

Hopkins

EQUIPMENT COMPANY
HATFIELD, PA.

kit, Ruthrauff & Ryan, Inc.; A. H. Jordan, sales promotion department; J. W. Murdock, district manager; J. M. Chisholm, assistant sales manager; E. W. McNeerney, advertising department; J. Stribling, C. D. Easton, Ruthrauff & Ryan, Inc.; H. L. Smith, assistant sales manager; A. C. Fusaro, advertising department, and C. R. Lamb, district manager. Seated: A. C. Floyd, R. E. Bungenstock, district manager; L. E. Francis, advertising director; G. W. Boyd, sales manager; A. F. Schuelke, former district manager (now editor of NATIONAL CLEANER & DYER), and J. F. Baker, sales department.

Manitowoc Dealers Congratulated

Manitowoc Engineering Corporation, Manitowoc, Wis., sent congratulatory announcements to five of its dealers in a gesture recognizing long service in the drycleaning business.

The five dealers are: Belenky, Inc., Akron, Ohio; R. M. Cherry Co., Indianapolis, Ind.; P. B. Gast & Sons Co., Grand Rapids,

Mich.; Metropolitan Drycleaning Machinery Co., Inc., East Elmhurst, N. Y.; and Mid-States Supply, Inc., Dayton, Ohio.

Washex Appoints Washburn



M. J. WASHBURN

M. J. Washburn, Forest Park, Ill., has been appointed a direct factory representative for Washex Machinery Corporation of Brooklyn, N. Y.

New Caled Representatives



JOSEPH M. PURCELL



WILLIAM D. SMITH

Joseph M. Purcell has rejoined the Caled Products Company, Inc., Brentwood, Md., according to an announcement by Warren K. Cooley, president. Mr. Purcell formerly represented Caled in the upper New York State area. He has been assigned to the southern Illinois and St. Louis, Mo., territories.

Caled has also announced the appointment of William D. Smith as its sales and service representative in Alabama and Tennessee territory, replacing James R. Smith, who has resigned.

Thomas E. Norman has been appointed sales and service



THOMAS E. NORMAN

representative in Southern California. Mr. Norman is an addition to the Caled sales staff, working with Murray Reeder, who was transferred to the Southern California territory several months ago. Mr. Norman has been in the drycleaning industry for more than 25 years, and is well acquainted with the Southern California area.

New Warco Representative

Brian R. Kepka has been named a field representative for Warco Laboratories, Los Angeles, Calif.

Mr. Kepka's headquarters will be in Seattle, Wash. He will serve the textile maintenance industry in the Pacific Northwest from Seattle to Spokane, Portland, and Vancouver, B. C.

Pennsalt Promotes Sales Executives



PAUL C. HURLEY



J. STANLEY HALL

The promotions of two sales executives of the Pennsylvania Salt Manufacturing Company, 3 Penn Center Plaza, Philadelphia 7, Pa., were announced by Albert H. Clem, general manager of the Chemical Specialties Division.

J. Stanley Hall, sales manager of the laundry and drycleaning products department, becomes sales director of the Chemical Specialties Division. In this newly created position, Mr. Hall will be responsible for the national sales activities of the metal processing chemicals, B-K food sanitizing products, corrosion engineering, household products, and laundry and drycleaning chemicals departments.

Paul C. Hurley, manager of advertising and sales promotion since 1950, succeeds Mr. Hall as sales manager of the laundry and drycleaning department. Prior to assuming his present duties, Mr. Hurley was a member of Pennsalt's laundry and drycleaning sales staff and served successively as sales representative, sales training supervisor and merchandising manager.

Mr. Hall, a graduate of the University of Massachusetts, joined the Pennsalt chemical specialties organization in 1932. He has been a sales manager since 1943. Active in the Laundry and Dry Cleaners Allied Trades Association, he served six years as a board member and two terms as its president.

Mr. Hurley, prior to joining the company in 1943, was associated with a Missouri laundry firm. He has had extensive experience in sales and operations and is well-known in the industry.

Sanitone Announces Contest

Sanitone Division of Emery Industries, Inc., Cincinnati, Ohio, has announced a national contest, the first ever conducted by drycleaners.

The "Sanitone Dream Wardrobe Contest," which customers of every Sanitone drycleaner are eligible to enter, offers 26 prizes.

Contestants have to complete the statement, "I prefer Sanitone to ordinary drycleaning because . . ." in 25 words or less. There is no limit on the number of entries each contestant may submit, but the entry blank must be signed by the local Sanitone drycleaner.

First prize is a \$1,000 wardrobe from Marshall Field's department store in Chicago with a free round-trip to Chicago via United Airlines to collect it. This prize includes a three-day trip to Chicago with all expenses paid for two people.

Fifteen other merchandise prizes are offered with an additional ten \$50 United States Savings Bond prizes. The Reuben H. Donnelley Corporation, Chicago, will act as judges.

The contest opens August 1 and will continue through Sep-

Super Safe **FOR ALL FABRICS!**

THE ONLY GRID PLATE
THAT NEEDS NO LINER



GROSS ALUMINUM STAR GRID-PLATES

FOR BETTER PRESSING

AT NO PREMIUM PRICE!

NOT \$30
NOT \$25
NOT \$20
But the same
LOW PRICE
of only **\$14.85**
(up to 46")
Over 46", \$19.25
Mushroom, \$11.00
From
Your Jobber

- GROSS STAR PLATES ARE BETTER!**
- NO LINER NEEDED
 - FREE FROM BURRS
 - 90% FREE FROM "NICKEL" MARKS
 - MAINTAINS PROPER HEAT
 - GIVES A SOLID CREASE
 - NEED NO REINFORCING
 - AVOIDS SHINE ON CLOTHES
 - ACID TREATED SURFACE
 - 35% HARDER SURFACE
 - WON'T CRACK, BUCKLE, BEND, DENT OR WEAR THIN
 - MORE AND MORE CUSTOMERS USING GROSS STAR GRID PLATES
 - COSTS LESS—LASTS LONGER THAN ORDINARY PLATES

GROSS STAR GRID PLATE *for Better Pressing*
MADE BY L. BEHRSTOCK CO. 1708 S. STATE ST.
CHICAGO 16, ILLINOIS TEL. DANFORD 8-6022

Here's why
Continental Boilers
*last longer...
make steam cost less!*



Bulletin BE3 . . .
tells what to look
for when you select
a packaged boiler.

(1) Unique "spinning gas technique" provides high rate of heat transfer; (2) two-pass design provides even flow of combustion gases to all heating surfaces; (3) water circulation is uniform, free, rapid; (4) simplicity of design provides durability and maintenance economy.

20 to 500 hp units. Oil, gas or combination fired. Send for free Bulletins!



Bulletin BE4 . . .
describes the Continental's Spinning Gas Technique.

BOILER ENGINEERING & SUPPLY CO., INC.
Phoenixville, Pa.

NAME

COMPANY

ADDRESS

READ THIS!

you'll see why
Qualitex 2-IN-ONE
PAD and COVER
leads the field



	PAD MADE WITH PRESS COVER ATTACHED	COVER MADE WITH METAL RODS INSERTED	SPRING HOOKS AND EYELETS FOR EASY INSTALLATION	FOUR MONTH GUARANTEE	*MAXIMUM AVERAGE COST PER MONTH FOR PAD
Qualitex 2-IN-ONE PAD and COVER	YES	YES	YES (no extra cost)	YES	\$3.72
COTTON PAD AND COVER	NO (Needs 2 pads one flannel and cover)	NO	NO	NO	\$4.10

*This cost figure based on minimum four month guaranteed life of Qualitex 2-IN-ONE PAD and COVER for 42" press. You'll save even more because the "2-IN-ONE" will actually last much longer.

The Qualitex "2-IN-ONE" is designed to deliver superior pressing at low cost. The pad is made of highly efficient insulating material, special Airfoam rubber covered with an Asbestall Press Cover. Ask your jobber to show you the revolutionary new Qualitex "2-IN-ONE" this week.

Quality products company

5760 West Grand Ave.,
Chicago 39, Ill.

NOW Completely Finished
DYEING
Ready to Wear and Use

**Garments
Household Goods
Rugs**

DYED—RESHAPED—PRESSED

WRITE WIRE PHONE

Let us tell you about our 100% finished dyeing service that enables you to hand over to your customer a dyed item all ready to use. Here are profits for you with no more effort than licking a postage stamp.

General Dyeing Co.

AT THE CROSSROADS OF AMERICA

816 Dorman Street • Imperial 3445
Indianapolis 2, Indiana

INDIANAPOLIS



tember 30. It will be advertised in *Saturday Evening Post*, *Ladies' Home Journal*, and the Canadian edition of *Reader's Digest*.

A complete kit of instructions along with samples of materials for local advertising has been sent to all Sanitone licensees. The first national ads were to appear on or about July 25 in the *Journal* and on July 27 in the *Post*.

Manitowoc Export Dealer

Manitowoc Engineering Corp., S. 16th St., Manitowoc, Wis., has announced the appointment of Brownlee Associates, Inc., of Washington, D. C., as its new European export agency for the sale and distribution of Manitowoc dry-cleaning equipment.

Don Fuller, manager of the Manufacturing Division at Manitowoc, pointed out that one of the first activities of the Brownlee organization, headed by H. H. Brownlee, president, was the display of a new Manitowoc two-bath Perchlor unit at the International Exposition of Drycleaning, Dyeing and Allied Trades held in Munich July 15-24, 1955.

Mr. Brownlee also plans to exhibit the new machine at a Laundry Trade Fair to be held in Paris about the middle of August.

Pennsalt Moves Office

The executive offices of the Pennsylvania Salt Manufacturing Company and headquarters of its operating divisions have moved from the Widener Building to a new and modern office building at Three Penn Center Plaza, Philadelphia 2, Pa.

Included in this move are the following components of the consolidated company: Chemical Specialties Division, I. P. Thomas Division, Industrial Chemicals Division, Sharples Chemicals Divisions and Pennsalt International Corporation.

Salomon Represents LCATA

Henry G. Salomon, L. A. Salomon & Bros., New York, N. Y., attended the International Exhibition of Dry Cleaning, Dyeing and Allied Trades in Munich, Germany, July 15-24, at which he represented the LCATA. His itinerary also included visits to London, Belgium, Holland, France and Switzerland.

Vic Names Butler and Dahlberg



J. H. BUTLER



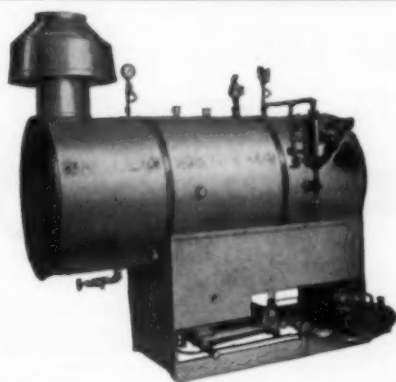
C. DAHLBERG

J. H. Butler has been named Central district manager, and Carl Dahlberg has been appointed to a sales position in the Northeastern United States, according to an announcement by Vic Cleaning Machine Company, Minneapolis, Minn.

Mr. Butler has been associated with the laundry and drycleaning industries since 1947 in various capacities. He first sold equipment in 1948 for Stovall and Associates in Indianapolis. Mr. Butler's new district covers Florida, Georgia, Alabama, Mississippi, Louisiana, Arkansas, Oklahoma, Tennessee,

Kentucky, Missouri, Illinois, Indiana, Ohio, Michigan and Wisconsin, and the Canadian provinces of Ontario and Manitoba.

Mr. Dahlberg is a graduate of the National Institute of Drycleaning. His experience of over 17 years includes technical field service for the NID and for makers of drycleaning equipment. In 1950 he supervised the construction and setting up of the first drycleaning plant in Monterrey, Mexico. Mr. Dahlberg is now headquartering in New York City and will service Vic installations in the Eastern United States.



GAS BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

OIL BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

Fully automatic units including boiler feed or complete return systems. All boilers ASME Code & National Board.

38th Year

Over 10 sq. ft. heating surface per H. P. all sizes of HRT's.

P. M. Lattner Mfg. Co. Cedar Rapids, Iowa

Dealers & Distributors most everywhere

National Marking Names Griffith



JAMES L. GRIFFITH

James L. Griffith, Bronx, N. Y., has been appointed a member of the sales force of The National Marking Machine Company, Cincinnati, Ohio. Mr. Griffith will be working in the company's New York office.

Mr. Griffith has been employed in the drycleaning industry in various capacities since he graduated from high school. In 1937 he purchased and operated his own drycleaning plant. During World War II, he was in charge of Lockheed Overseas Aircraft Corporation's laundry operations in Ireland, later worked with the Quartermaster Department, European Theatre of Operations, and in 1948 he was promoted to Chief of the Laundry Section, Quartermaster Division, Headquarters European Command in Heidelberg, Germany.

Since 1952 Mr. Griffith has been active as a manufacturers' representative promoting the sale of various items of laundry equipment, particularly machines of foreign manufacture.

Merchants Expand Service

Expanded service to customers of two Midwest sales of-

fices was announced by J. K. Watkins, Jr., vice-president of Merchants Chemical Company, Inc., 60 E. 42nd St., New York 17, N. Y.

The Minneapolis, Minn., offices and warehouse, under C. P. Barth, district manager, have moved to larger quarters in a newly constructed one-story building at 111 22nd Ave., N. E. From these new facilities, seven salesmen cover the states of Minnesota, North Dakota and the northern part of Wisconsin.

The Cincinnati, Ohio, office, under R. J. Spatta, district manager, is adding 5,000 feet to its facilities at 2933 Spring Grove Avenue.

Buckeye Appoints Russell



LLOYD RUSSELL

Lloyd Russell, Wayzata, Minn., has been appointed a representative of the Davies-Young Soap Company, Dayton, Ohio, according to John R. Young, sales manager of the company's Buckeye Drycleaning Division. Mr. Russell will service a territory including Minnesota, Iowa, Nebraska, North and South Dakota.

Mr. Russell was formerly a salesman for a chemical firm.

He used to own and operate the Tonkaway Cleaners in Wayzata. His background in the drycleaning business dates back to 1934 and includes service in the U. S. Navy during World War II, when he graduated first class from the Naval Laundry School, Norfolk, Va., and served in a ship's service laundry.

Canadian Hoffman Moves

The Canadian Hoffman Machinery Company, Ltd., a subsidiary of the U. S. Hoffman Machinery Corporation, announces that production of

laundry, drycleaning and pressing machines has been transferred to a larger plant in Ferigus, Ontario.

"This marks a stepping up of our activities in Canada," said Hyman Marcus, president of the parent company. "The new manufacturing schedule is designed to increase production, reduce costs and pave the way for the addition of new products."

Canadian Hoffman sales, accounting and engineering headquarters will be transferred to the firm's offices at 126 Dundas Street, Toronto.

TIME SAVERS
PRE-ENGINEERED
"HI-SPEED"
RAIL FITTINGS

SPEED YOUR ENTIRE PLANT

at LOWEST COST!

TIME SAVERS, INC.
83 99 WALNUT STREET
MONTCLAIR, NEW JERSEY

Anyone Can Do It!

Easiest to Install

FITTINGS

COST AS LOW AS

74¢

per ft.

The most Practical and Economical Conveyor System for transporting garments within your Plant.

TIME SAVERS
97 Walnut St., Montclair, N. J.
GENTLEMEN: Please send without obligation your FREE booklet on TIME SAVERS "Hi-Speed" RAIL FITTINGS

NAME _____

FIRM NAME _____

ADDRESS _____

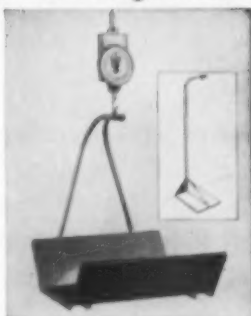
CITY _____ STATE _____

NAME OF JOBBER _____

End Weight Guessing with Nu-Weigh Scales

ECONOMY HANGING SCALE \$39.75

With Floor Stand add . \$15.00
 The Basket alone 22.00
 The Scale alone 18.00
 Popular and ideal basket-scale for selling service by weight. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.



STANDARD SCALE BASKET \$69.50

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Scale and basket mounted on steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping.

From your jobber or write direct.

Send for our 1955 Catalogue

NEWHOUSE CO. 3827 San Fernando Rd.,
 Glendale 4, California.

"The Taubman"

LAUNDRY MARKING PEN

used by LEADING LAUNDRIES AND DRY CLEANERS

odorless black indelible ink • won't evaporate

- GREATER INK SUPPLY
- MARKS DARKER, CLEARER
- WON'T WASH OUT
- WON'T DRY OUT
- WRITES SMOOTHLY ON FABRIC OR PAPER

39¢

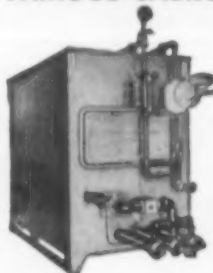
perfect insurance against fugitives and strays

Thru your Jobber or write direct giving Jobber's name

SAMUEL TAUBMAN & CO. 1 WEST 34TH STREET, NEW YORK 1, N. Y.

BUY BY THE DOZEN \$4.68

Get the Best
 . . . GET KISCO'S
 FAMOUS CABINET



BOILER

for Oil or Gas Firing

Compact, automatic, fully insulated, featuring 3-way heat travel for maximum efficiency and fuel economy. Praised by thousands of users. Write for catalog BCG-8.

KISCO BOILER & ENGINEERING CO.
 2400 DeKalb St. St. Louis 4, Mo.

PEOPLE AND PLACES

NORTH CENTRAL



Open house was held recently at McCabe Cleaners, Dyersville, Iowa, according to an announcement by Joe McCabe.

Arthur Wagemann has sold Altamont (Ill.) Cleaners to Joseph Green, who recently returned from military service.

Keller Kleaners, owned by Mrs. Marjorie Keller and Richard Maggart, has moved to its new building on W. Seventh, Peru, Ind.

New drycleaning equipment has been installed in XXth Century Cleaners, Rushville, Ind., according to an announcement by Mr. and Mrs. William Ittner, owners.

Morris Zwelling, owner of Ideal Cleaners, 217 N. Fifth St., Zanesville, Ohio, has announced purchase of new drycleaning equipment.

Jerry's Dry Cleaners has changed its location to premises in the Thompson Store building, Okauchee, Wis.

Don Alvey, who has returned from service with the U. S. Army, is again associated with his parents, Mr. and Mrs. Harry Alvey, in Alvey Dry Cleaners, Tell City, Ind.

Troute Cleaners, Carthage, Ill., has been reopened as a partnership operation between Mrs. Carl Troute and her son, Rex, who was discharged from military service recently.

Garber's Cleaning Plant, 615 S. Wright St., Urbana, Ill., has installed a new fur storage vault. The firm, which recently observed its twenty-fifth anniversary, is managed by Sam Garber and his son-in-law, Joseph Hamburg.

Vernon Vice has opened a new drycleaning plant on W. Main St., Albion, Ind. Associated with Mr. Vice in the business are his three sons.

Mr. and Mrs. Fred C. Hubert have opened Spic and Span Dry Cleaners, 690 N. Fifth Ave., Kankakee, Ill. Mr. Hubert is a graduate of the NID and the AIL.

Mr. and Mrs. James Campbell have purchased the West Salem (Ill.) Cleaners from Bennett Tate.

Construction on a new building on Middle St., New Haven, Ind., to house Deluxe Cleaners, has been announced by the owners, Dolan Kroemer, Elmer Remenschneider and Max Messmann. All new drycleaning equipment is to be installed.

Open house was held recently at Callander Cleaning Co., W. Church St., Newark, Ohio, to celebrate its fiftieth anniversary. The firm has two other stores, one located at 49 N. Fourth St., and the other at College and Prospect Sts. in Granville.

Guida Dry Cleaners, 2960 Bay Rd., Saginaw, Mich., has moved to new quarters at 700 Lapeer.

SOUTH EAST



Edward Beckner has purchased Service Cleaners in Park City, Ky. Mr. Becker was recently released from the U. S. Navy.

One Hour Martinizing has been opened by the Grerar Cleaners Corp. at 2707 MacDill Ave., Tampa, Fla.

Custom Cleaners and Laundry recently held its official opening in the new Parkland Shopping Center, Columbia, S. C. A. T. Allday is the manager.

Warren's DeSoto Cleaners and Laundry has opened a branch office at 945 E. Main St., Bartow, Fla.

Superior Dry Cleaners, Prestonburg, Ky., is now operated by John B. Goble and Sidney Allen Parker, who purchased the business from Jerry Ward.

The formal opening was held recently at **Swift One Hour Cleaners, 751 Chaseville Rd., Jacksonville, Fla.**, in the Town and Country Shopping Center.

Angelo Fonte and his four brothers have opened **Pioneer Cleaners**, located at MacDill Ave. and San Carlos St., Tampa, Fla. Angelo Fonte is the manager.

Mr. and Mrs. John Carruthers recently repurchased **Quality Cleaners, Fort Meade, Fla.**, from Mr. and Mrs. Goolsby.

NORTH EAST

Ralph F. Sandberg has purchased **X Cleaners**, located at 509 Belmont Ave., Springfield, Mass., from Hyman K. Smith.

The grand opening was held recently at **U. S. Cleaners**. The newly enlarged and modernized store is located at 1255 Paterson Plank Rd., Secaucus, N. J.

Robert E. Huff has announced the opening of **Quality Cleaners** on Emily St., Saxton, Pa. The establishment, formerly **Nick's Cleaners**, has been renovated.

Open house was held recently at **Adams Cleaners, 7966 Veree Rd., Philadelphia, Pa.**

Ruby Cleaners recently celebrated its twenty-fifth anniversary by opening its sixteenth store, in the **Monroeville Shopping Center, Pittsburgh, Pa.** **Morry Rubenstein** is the owner.

One Hour Martinizing was opened recently at Mead Ave. and Hamburg Turnpike, Riverdale, N. J., by **James R. Mitchell**.

The grand opening of **Center Cleaners** was held recently at the **Riverdale Shopping Center** on Hamburg Turnpike, Riverdale, N. J. Manager **George Eckert** is an NID graduate.

Dandee Cleaners on W. Camplain Rd., Manville, N. J., was opened recently by **Louis and Adam Pavol**.

The zoning board has approved the application of **Edward Carr** to operate a drycleaning establishment at 29 Main St., Madison, N. J.

Three S Co. has moved to larger quarters at 41-17 Union St., Flushing, N. Y.

NORTH WEST

Jack Stacey has opened a new drive-in at N. E. 111th Ave. and Halsey St., Portland, Ore., in the **Woodland Park** area. Mr. Stacey has expanded his operations to 17 stores.

Roy Marler has purchased property at 109 Union Ave., Everett, Wash., as a new location for **Liberty Cleaners**.

Rawlinson's Cleaning, Portland, Ore., has opened a call station in the new **Cedar Hills Shopping Center**. Cleaning work will be done at the main plant at N. E. 12th Ave. and Couch St.

Triplex Cleaners, Goldendale, Wash., has been leased to **Harvey and Herbert Abbott** by Mr. and Mrs. Del Cooper. The

Abbotts are brothers of Mrs. Cooper.

The **Peter Pan** drycleaning establishment at 761 N. E. Sixth St., Grants Pass, Ore., is being remodeled and enlarged, owner **Roy Bayless** has announced.

Phoenix (Ore.) Drive-In Cleaners now under new management and is being operated at 611 N. Main St.

Earl Neal has sold his interest in **Sheridan Valley Cleaners, Sheridan, Ore.**, to his partner and brother-in-law, **Lloyd Nisly**, who assumes full operation.

Bill Gray has opened **Deer Park (Wash.) Cleaners** on First St. between Vernon and Main.



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says **Bernard Plasmeier**, secretary-treasurer of **Burger Cleaning Co., St. Louis**, wholesale cleaning plant. "Master-Bilt put an end to the problems associated with high solvent temperatures, such as color bleeding, excessive wrinkling requiring more hand ironing, poor spot removal, shrinkage and other troublemakers—at a small investment, too."

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Varsity Cleaners is in a new location at 6606 Snider Plaza, Dallas, Tex., it was announced by Mrs. Lena Edmonson.

Ralph and Norma Barker have sold Elite Cleaners, 522 E. Central Ave., La Habra, Calif., to Jeanette and Clarence Pierce. Mr. Pierce was formerly an instructor at the National Institute of Drycleaning, and West Coast Branch manager.

Guy Smith has moved his dry-cleaning firm to a new location at 204 S. Fourth, Artesia, N. M.

Indian Cleaners, now located on Woodside Rd., Redwood City, Calif., has announced plans to move into the new shopping center in Belmont, which is now under construction.

Open house was held recently at Twin Cleaners, Hale Center,

Tex., to celebrate the formal opening. The owners are E. C. Cantrell and C. H. Sullivent.

Glo Cleaning System, which has 28 plants in Dallas and Garland, Tex., has six additional ones under construction, it was announced recently. Plans are being developed for two additional plants in Garland and five in Dallas, making a total of 41 within the coming year.

D. O. Mann has installed new equipment in Vogue Cleaners, Greenville, Tex.

City Cleaners, owned by Ernest James Denton, has opened in a new building in Quitman, Tex.

Mr. and Mrs. Henry F. Brandt recently announced the installation of new equipment at New City Cleaners, Bakersfield, Calif.

Notice has been filed of the intended sale of Thompson's Cleaners, 8133 S. San Pedro St., Los Angeles, Calif., by Mary and Louis Thompson to Charles Lomack.

Mr. and Mrs. Fred Nowak have opened Fred's Cleaners in the Gill Bldg. at the corner of Merrill and Sewell, Fontana, Calif.

Gunn's Dyeing and Dry Cleaning Co., 1112 Burnet, Fort Worth, Tex., has announced plans to move to a new location at 300 Henderson St. The Burnet property has been acquired by the city for freeway extension.

Construction has begun at 1032 S. San Gabriel Blvd., San Gabriel, Calif., to house a new dry-cleaning plant. Mr. and Mrs. Howard O. Claybrook are the owners.

Bob Bess, owner of Bess Cleaners, 8313 E. Third St., Downey, Calif., has opened a modern drycleaning plant at 8634 Cleta St. Mr. Bess will continue to operate his place on E. Third St.

Notice has been filed of the intended sale of Maclay Cleaners, 125 N. Maclay Ave., San Fernando, Calif., by Don B. Black to Joseph T. Polizzi.



Ridgeway Cleaners and Dyers, Fort Erie, Ont., has installed new laundering machines.

Dominion Cleaners Ltd. has been opened at 11210 109 Ave., Edmonton, Alta.

Construction is under way on a new store for DeLuxe Cleaners and Launderers in Pem-

broke, Ont. Don Buske is the owner.

Robert B. Parker has acquired the Parker Cleaning Co. on George St., Peterborough, Ont.

Belgian Dry Cleaners of Prince Albert has opened a drycleaning depot in Wakaw, Sask.



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OBITUARIES

Charles R. Grantham, 55, textile chemist on the National Institute of Drycleaning staff, died suddenly on May 3. Mr. Grantham was a graduate of the NID 34th General Course. For a time he owned his own plant in suburban Washington, and also worked for several years in the Institute cleaning plant as a rug cleaner, silk spotter and drycleaner. Mr. Grantham was a veteran of World War I, and taught



chemistry and mathematics in Civilian Conservation Camps during the early Thirties.

Thomas M. Dale, 44, proprietor of Penn Cleaners and Dyers, Washington, D. C., since 1947, died recently. Mr. Dale was past president of the Retail Dry Cleaners' Association, serving for three years until 1954. Among his survivors are his wife, two children and his mother.

William F. Hummel, 75, retired executive of the Capitol-Barg Dry Cleaning Co., Cincinnati, Ohio, died recently. Mr. Hummel was a member of the Scottish Rite, Syrian Temple Shrine and Knights of Pythias. Surviving him are his wife, three children and four grandchildren.

Eugene W. Lague, 54, owner of Griffiths Cleaning Store, Pittsburgh, Pennsylvania, died recently while visiting a friend in Oakdale. Mr. Lague was born in Quebec, Canada, and came to the United States in 1927. He was a member of the Third Order of St. Francis, Holy Name Society and the St. Vincent de Paul Society. He is survived by his widow.

J. Wesley Ray, 47, operator of a Walla Walla, Washington, drycleaning firm since 1949, died recently. He is survived by his wife, five brothers and two sisters.

I. S. Strange, 67, owner of Service Cleaners, Frankfort, Indiana, died recently, after being in ill health eight years. Mr. Strange served in World War I with the Air Force in England. Survivors include his wife, a son, a sister, a brother and two grandchildren.

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MEETINGS SCHEDULED

August 12, 13 and 14—National Institute of Drycleaning Alumni Society, Back Home Day, Shoreham Hotel, Washington, D. C.

September 18, 19 and 20—Dry Cleaners Institute (Ontario) Limited, Annual Convention, Royal York Hotel, Toronto.

October 21, 22 and 23—Ohio State Association of Cleaners and Dyers, Annual Convention, Sheraton-Gibson Hotel, Cincinnati.

October 22 and 23—Cleansing Plant Owners of Massachusetts, Inc., Annual Convention, Statler Hotel, Boston.

October 28 and 29—Kentucky State Laundry and Cleaners Association, Annual Convention, Phoenix Hotel, Lexington.

October 28, 29 and 30—Pennsylvania Association of Dyers and Cleaners, Annual Convention, Abraham Lincoln Hotel, Reading.

November 5 and 6—Illinois State Cleaners & Dyers, Annual Convention, Springfield.

November 18, 19 and 20—American Institute of Laundering, Annual Convention, Philadelphia Auditorium, Philadelphia.

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Add five words if answers are to come to a box number to be forwarded by us.

Be sure to write your copy, name and address plainly.

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CLEANING PLANTS FOR SALE

TO BUY OR SELL A LAUNDRY, DRYCLEANING OR RUG CLEANING BUSINESS IN NEW YORK, NEW JERSEY, CONNECTICUT OR PENNSYLVANIA, CONTACT RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. REpublic 9-3016. 5814-2

For Sale—laundries, drycleaning plants, rug cleaning plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact J. B. KANDEL, 131-39 228TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3891. 4648-2

Laundry and cleaning plant in northwest Indiana. Long established business. Annual gross \$100,000. Price \$40,000. Reasonable terms. Owner forced to sell due to other business. ADDRESS, Box 7386, NATIONAL CLEANER & DYER. -2

For sale: petroleum solvent drycleaning plant in Eastern Montana town of 10,000. Heart of stock raising, irrigated farming, oil and gas country. Business, equipment, building and supplies. Priced for quick sale \$14,500. \$4,500 cash, balance on easy terms to right party. Owner has other interests. ADDRESS, Box 7240, NATIONAL CLEANER DYER. -2

Modern solvent plant in suburban Philadelphia, 12 retail routes, 2 stores, doing \$300,000 gross volume yearly. Plant and machinery in excellent condition. Established 18 years. Located on main highway. Has excellent reputation and financial standing. Will stand rigid investigation. Required cash \$50,000, balance extended payments. ADDRESS, Box 7338, NATIONAL CLEANER & DYER. -2

DENVER, COLORADO—Drycleaning plant for sale. Practically new Hoffman 140F plant with annual volume of approximately \$75,000. 3 trucks. Wisher to retire after 43 years in same location, on a main street, in one of the fastest growing cities in the U. S. Ideal climate. If you are coming to Denver and interested in a completely equipped cleaning plant, be sure to see this one. Always welcome. For complete details, write IMPERIAL CLEANERS, 836 Broadway, Denver, Colo. 7899-2

Drive-in 140 F cleaning plant and shirt laundry, new finishing equipment. In finest motel district, six blocks from Air Force base. Selling price \$29,000. Building may be leased or purchased. ADDRESS, Box 7300, NATIONAL CLEANER & DYER. -2

COMPLETELY EQUIPPED SOLVENT PLANT IN A FAST GROWING AREA OF SOUTHERN CALIFORNIA. CORNER LOCATION, OFF-THE-STREET PARKING. VOLUME \$130,000 A YEAR. 2 LARGE CALL OFFICES. \$15,000 DOWN. ADDRESS, Box 7341, NATIONAL CLEANER & DYER. -2

For Sale: Small laundry and drycleaning plant in the heart of Magic Valley, Idaho. Established over twenty years, modern equipment. For complete details and terms, write Buhl Laundry and Drycleaners, Buhl, Idaho. 6085-2

FOR SALE: MODERN EQUIPPED LAUNDRY AND CLEANING PLANT. Volume over \$125,000 per year. Excellent location in San Antonio, Texas. Entire price including call stations—\$40,000. terms. ADDRESS, Box 7373, NATIONAL CLEANER & DYER. -2

FOR SALE: Petroleum plant in Muskegon, Michigan, including real estate. Can be bought at a sacrifice. ADDRESS, Box 7394, NATIONAL CLEANER & DYER. -2

DRYCLEANING PLANT—SYNTHETIC—WASHINGTON, D. C. From Jan. 1935 to June 18, 1955, this plant has made a profit of \$9,860, and in addition has set aside \$3,932 for depreciation. The counter is \$2,300 ahead while the three trucks are \$1,500 ahead of 1934. If you want a live, profitable business, this is your opportunity. It will stand close investigation. It will pay for itself in three years. Answer now and buy a plant for less than the machinery is worth. ADDRESS, Box 7393, NATIONAL CLEANER & DYER. -2

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DRYCLEANING PLANT, WASHINGTON, D. C. GROSSED \$95,000 IN 1954. LOW RENT. LONG LEASE IF DESIRED. ESTABLISHED OVER 15 YEARS. \$50,000. ONE THIRD DOWN. IN REPLY, PLEASE GIVE ME FINANCIAL REFERENCES. BUSINESS CAN AND SHOULD BE EXPANDED IMMEDIATELY. NETTED \$1,099.80 PROFIT IN MARCH. FIRST QUARTER OF '55 WAS \$1,125.40 GROSS AHEAD OF '54. ADDRESS, Box 7282, NATIONAL CLEANER & DYER. -2

MIAMI, FLORIDA—cash-and-carry synthetic drycleaning plant, shirt unit, laundromat. All new equipment, 2½ years old, cost \$46,000, long-term lease. Only plant of its kind in radius of 40 blocks. \$55,000 in 1954, can be increased to \$100,000 under proper management. ADDRESS, Box 7282, NATIONAL CLEANER & DYER. -2

Illinois: Drycleaning plant, Pantex and Cissell equipment, Mercury cleaning machine. New building, owner has other interests. ADDRESS, Box 7388, NATIONAL CLEANER & DYER. -2

Completely modern drycleaning plant—new building, 40' x 70', 7 lots, corner, drive-in, doing \$1,400 weekly average. Must sell due to health. ADDRESS, Box 7389, NATIONAL CLEANER & DYER. -2

MODERN DRIVE-IN PLANT in growing Ohio college town of 12,000. Next to large super market, low lease, all equipment five years old or less. \$1.25 prices. \$5,000 or more to handle. Balance on easy terms. ADDRESS, Box 7390, NATIONAL CLEANER & DYER. -2

Drycleaning, sales \$3,000 month, 2 Mercury units, complete finishing equipment, N. W. Ohio city, 5 employees, 2 delivery routes, owner leaving city, priced to sell. Apple Co., Brokers, Cleveland, Ohio. 7391-2

MICHIGAN—synthetic plant for sale. Nearly new equipment, gas boiler. All cash and carry, no branches. Very profitable \$28,000 volume. Price \$18,000, one-half down. Three people can run this plant, almost new building can be bought or leased. ADDRESS, Box 7392, NATIONAL CLEANER & DYER. -2

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Salesman with a large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. **Bernard Sirofka Company, 620 Smith St., Brooklyn 31, N. Y.** 3371-14

Most progressive laundry and drycleaning supply and equipment house in the South desires the services of two men. Guaranteed drawing account, transportation and all expenses furnished, commission arrangement. Top man can make top earnings. Must have knowledge of laundry and drycleaning business and preferable machinery sales experience and with a good record. Answer in your own handwriting, giving complete qualifications and your history for the past 15 years. Position is open immediately. **ADDRESS, Box 7396, NATIONAL CLEANER & DYER.** -14

ENGINEER, SALES. Young graduate engineers, age 25-35, as district sales representatives for outstanding manufacturer of drycleaning machinery and filters. Equipment sales experience important but not essential. Selected applicants will work with and coordinate efforts of existing distributors on application and sales promotion of all company products. Several open territories offer exceptional opportunities. Send complete resume. **WASHEX MACHINERY CORP., 192 BANKER ST., BROOKLYN 22, N. Y.** 7397-14

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10 years experience bookkeeping and accounting in the drycleaning and laundry industry. Familiar with all phases of this end of the business. Married, sober, reliable, not afraid to work. Best of references. **ADDRESS, Box 7354, NATIONAL CLEANER & DYER.** -5

Position wanted as manager in cleaning plant, have few years of laundry experience. Married, age 41, good references. NID graduate, both courses. 23 years experience in cleaning, spotting, finishing, training help and managing. Want position with a future. Please state particulars. **ADDRESS, Box 7379, NATIONAL CLEANER & DYER.** -5

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PRESS ENGINEER—permanent position with opportunity for rapid advancement in engineering department of large manufacturer is open for qualified engineer experienced in development of laundry and drycleaning presses. Profit-sharing and insurance benefits. Location—Rochester, N. Y. **ADDRESS, Box 7306, NATIONAL CLEANER & DYER.** -7

Production superintendent for drycleaning plant. Must be able to supervise, turn out quality and service and work on base salary plus percentage of gross. Opportunity in Midwest. Submit complete information. **ADDRESS, Box 7355, NATIONAL CLEANER & DYER.** -7

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Man and wife to run oldest cleaner in Pontiac. Salary and commission, can furnish apartment. **Elk Cleaners, John Crocker, prop., 285 Oakland Ave., Pontiac, Mich.** 7358-7

DRYCLEANING ENGINEER. If you want a permanent position as a development engineer on petroleum equipment in the expanding engineering department of the largest manufacturer, reply giving complete qualifications. Location Ohio. Profit sharing and insurance benefits. **ADDRESS, Box 7359, NATIONAL CLEANER & DYER.** -7

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PLANT SUPERINTENDENT for American Sanitone plant in Lima, Peru. Salary \$5,400 plus bonus. Will pay travel expenses with two year contract. Should be 30 to 40 years old, with practical experience and graduate of Institute General course or other accredited course. Plant is completely modern, high quality, American management. Write Ellis Stone, American Drycleaners, Apartado 442, Lima, Peru. 7395-7

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Butler 1500 gal. P.M. filter, Butler 125 G.P.M. distill with pump, 2 American 36 x 54" washers, Amico 40" extractor, Hoffman press, Bowser pump, 10 H.P. General Electric motor, 2 Cissell steam spotting boards. Out of business. E. Kaufman, 1024 Bucknell Ave., Johnstown, Pa. 7377-4

For sale: 1-30 lb. Monarch Detrex cleaning machine complete with solvent still and Synth-O-Saver equipped for 2-bath operation with Street's Moisture Control, solvent cooler and steam sweep. A complete unit in perfect condition having been used only 15 months for fast service only. We have outgrown this unit and are compelled to put in larger equipment. Ideal for store operation and it may be had at a bargain. Vogue Cleaners and Launderers, 913 Cherry Avenue, S.E., Canton, Ohio. 7384-4

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Advertisers in This Issue

A		H		P	
Adco, Inc.	60-61	Haertel Co., Walter	6	Para-Lux Products Co.	29
Almore Dye House	62	Hammond Laundry-Cleaning Machinery Co.	23	Pre-Marked Strip Tag Co.	66
American Cleaners Equipment Co., Div. of The American Laundry Machinery Co.	67	Hoffman Machinery Corp., U. S. 59, 4th Cover		Procter & Gamble	96
Anderson-Prichard Oil Corp.	49	Hopkins Equipment Co.	102	Prosperity Co., Inc., The	2-3
Armstrong Machine Works	93	Hoyt Manufacturing Corp.	13	Q	
		Huebsch Manufacturing Co.	55	Quality Products Co.	104
B		I		R	
Behrstock Co., L.	103	Intercontinental Manufacturing Co., Inc., Elco Division	47	Reliable Machine Works, Inc.	97
Bishop David Freeman Co.	17, 41	International Harvester Co.	95	Risdon Manufacturing Co., The ..	107
Bock Laundry Machine Co.	109	International Paper Co.	8	Riverside Manufacturing Co.	100
Boiler Engineering & Supply Co., Inc.	103	J		S	
Braun Inc., G. A.	79	Johns-Manville	Second Cover	Shell Oil Co.	19
Butler Manufacturing Co.	33-38	K		Shields Engineering & Manufacturing Co.	23
C		Kewanee-Ross Corp.	77	Star Service Hanger Division of L. A. Young Spring & Wire Corp.	3rd Cover
Coled Products Co., Inc.	53	Kisco Boiler & Engineering Co.	106	Stauffer Chemical Co.	7
Cissell Mfg. Co., Inc., W. M.	51, 63	Kohnstamm & Co., Inc., H.	109	Street & Co., Inc., R. R.	5
Columbia Boiler Co. of Pottstown	21	L		T	
D		La France Dye House	113	Taubman & Co., Samuel	106
Darco Division, Atlas Powder Co.	58-59	Lane & Bros., Inc., W. T.	99	Textile Marking Machine Co., Inc.	108
Davies-Young Soap Co., The	1	Lattner Manufacturing Co., P. M.	105	Time Savers, Inc.	105
Detrex Corporation	71-74	Lincoln Bag Co., Inc.	29	Tru Color Dye Works, Inc.	102
Diamond Alkali Co.	14	M		U	
Dow Chemical Co., The	57	Manitowoc Engineering Corp.	30-31	U. S. Hoffman Machinery Corp. 59, 4th Cover	
E		Master Bilt Refrigeration Co.	107	V	
Eaton Chemical & Dyestuff Co.	65	Mercury Cleaning Systems, Inc.	18	Vic Cleaning Machine Co.	13
Elco Division of Intercontinental Manufacturing Co., Inc.	47	N		Viking Pump Co.	80
Emery Industries, Inc.	45	National Cleaner & Dyer	111	W	
F		National Cleaners Chemical Manufacturing Co.	108	Wallerstein Co., Inc.	12
Fletcher Works	85	National Marking Machine Co., The	109	Washex Machinery Corp.	9
G		Newhouse Co.	106	Westvaco Chlor-Alkali Div., Feed Machinery & Chemical Corp.	27
Galgy Chemical Corp.	90	New York Pressing Machinery Corp.	108	White Machine Co., Inc.	81
General Dyeing Co.	104	Nicholson & Co., W. H.	26	Wichita Precision Tool Co., Inc.	20
Glover, Inc., Bill	11	Nu-Pro Manufacturing Co.	24	Wilson Chemical Co., A. L.	32
Greenville Chemical Co.	98	O			
Gross Machinery Co., Inc.	101	Ontario Iron Works	109		
		Orr & Sombower, Inc.	83		

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